

NEW BOOKLETS AND LEAFLETS

Direct Advertising of manufacturers received recently.

Armstrong

Armstrong Machinery Co., Inc., Spokane, Wash., sends in a 15 page catalog illustrating and giving specifications on Armstrong ammonia compressors. The catalog also includes a number of testimonials of satisfied users of Armstrong equipment.

Bilt-Rite

The 1928 line of Bilt-Rite water coolers is covered in a 15 page catalog received from the Russ Mfg. Co., 5700 Walworth Ave., Cleveland, O. Two copies of this catalog, one showing the Bilt-Rite cooler with Kelvinator electric refrigeration equipment and the other with Frigidaire have been prepared. Also available are two folders illustrating the 1928 line, one of these being prepared for Kelvinator dealers and the other for Frigidaire dealers.

Chillwell

Chillwell refrigerators for multiple installation with electric refrigeration equipment are described and illustrated in a folder received from the Albatross Steel Equipment Co., 1007 South Grand Ave., Los Angeles, Calif. Also received from this company is a document of technical research which describes in detail the construction of Chillwell Allsteel Refrigerators.

Coldstream

From the Cleveland Iceless Cooler Co., 971 East 63rd St., Cleveland, O., comes a folder describing the Coldstream iceless water cooler. Photographs show the cooler as it appears with the outer covering on and with this same covering removed giving a view of the compressing and cooling units.

Devon

The various points of superiority of the Devon electric refrigerator using pure air as a refrigerant are indicated in a leaflet received from the Devon Mfg. Co., 677 Cambridge St., Worcester, Mass. An interesting variation in construction is noted in that the ice cube freezing trays are located in a small compartment just beneath the food chamber and just above the compressing unit.

Dole

From the Dole Refrigerating Machine Co., 1209 Washington Blvd., Chicago, Ill., have been received seven small direct mailing pieces. One of these covers the Doleco refrigerating machine in general telling of the advantages of its use in various installations. Each one of the other six folders is different and is designed to be mailed to a particular type of merchant.

Howe

A thirty-two page catalog has been received from the Howe Ice Machine Co., Chicago, Ill., which covers in detail the various models of Howe equipment and includes photographs of actual installations in a number of different commercial uses. Several pages are also devoted to the details of Howe compressor design.

McCord

Ten different types of standard McCord condensers are illustrated in a catalog received from the McCord Radiator & Mfg. Co., Detroit, Mich. Several of these models will be recognized as standard on a number of different electric refrigeration units now on the market. The seven different sizes in which McCord spiral fin tubing is available are illustrated. A page is devoted to a comparison of the cooling ratios between McCord spiral pin tubing and plain copper tubing.

Smoot-Holman

A broadside has been received from the Smoot-Holman Co., Inglewood, Calif., picturing the Kool Kase for displaying food products and showing in detail the various important points in the construction of the case. Of interest is the all porcelain exterior in white with blue porcelain trimmings.

Subscription Order

ELECTRIC REFRIGERATION NEWS,
554 MACCABEES BUILDING, DETROIT, MICH.

Please enter my subscription to Electric Refrigeration News.

United States and Possessions:

\$1.50 per year. Three years for \$3.00.

All other Countries:

\$1.75 per year. Two years for \$3.00.

I am enclosing payment in the form of

Check P. O. Order Cash

Name.....

Street Address.....

City and State.....

Remarks.....

FOREIGN SHIPMENTS OF ELECTRIC REFRIGERATORS

March Exports Reported by Bureau of Foreign and Domestic Commerce

| Country | Number | Capacity | Value |
|----------------------------|--------|----------|-----------|
| Azores and Madeira Islands | 3 | 540 | \$ 540 |
| Belgium | 80 | 14,632 | |
| Denmark | 16 | 3,234 | |
| France | 3 | 1,570 | |
| Germany | 78 | 13,893 | |
| Hungary | 10 | 1,905 | |
| Iceland | 6 | 1,230 | |
| Netherlands | 42 | 8,669 | |
| Norway | 6 | 1,300 | |
| Portugal | 7 | 1,245 | |
| Spain | 75 | 31,377 | |
| Sweden | 25 | 7,352 | |
| Switzerland | 5 | 847 | |
| United Kingdom | 99 | 18,656 | |
| Canada | 823 | 156,114 | |
| Panama | 4 | 1,428 | |
| Salvador | 4 | 896 | |
| Mexico | 50 | 8,265 | |
| Bermudas | 12 | 3,087 | |
| Barbados | 2 | 860 | |
| Jamaica | 3 | 591 | |
| Other British West Indies | 4 | 1,186 | |
| Cuba | 22 | 7,249 | |
| Dominican Republic | 14 | 4,385 | |
| French West Indies | 1 | 195 | |
| Haiti, Republic of | 3 | 405 | |
| Argentina | 3 | 162 | |
| Brazil | 93 | 15,135 | |
| Chile | 15 | 2,900 | |
| Colombia | 26 | 5,923 | |
| Peru | 13 | 2,161 | |
| Uruguay | 1 | 148 | |
| Venezuela | 13 | 3,063 | |
| British India | 83 | 13,961 | |
| British Malaya | 23 | 3,046 | |
| China | 98 | 14,801 | |
| Java and Madura | 8 | 2,821 | |
| Hong Kong | 1 | 526 | |
| Japan | 83 | 17,230 | |
| Kwangtung | 16 | 4,648 | |
| Philippine Islands | 18 | 3,911 | |
| Syria | 2 | 380 | |
| Turkey in Asia | 3 | 371 | |
| Australia | 68 | 14,986 | |
| British Oceania | 2 | 738 | |
| New Zealand | 6 | 1,337 | |
| British East Africa | 4 | 841 | |
| Union of South Africa | 42 | 14,088 | |
| British West Africa | 6 | 1,070 | |
| Liberia | 1 | 211 | |
| Total | | 2,025 | \$415,569 |

REQUESTS FOR INFORMATION

The following inquiries have been received by Electric Refrigeration News. Readers who can supply information on these subjects are invited to write at once, referring to the Query number.

Query No. 88—Can you tell us the discount allowed by each manufacturer of electric refrigerators to their distributors?

Editor's Note: Information was collected in answer to a similar request and published in an editorial article on page 8 of the February 29 issue.

Query No. 89—We are desirous of obtaining a list of the more prominent cities of the United States which have local regulations limiting the use of electric refrigeration within the city limits. We would appreciate any information you can give us along this line or any information you might have as to how such data might be obtained.

Editor's Note: Proposed local regulations affecting the installation of refrigeration equipment in the District of Columbia and for the State of Ohio will be found in the April 25 issue of ELECTRIC REFRIGERATION NEWS. In the January 4, 1928, issue the complete text of the revised safety code adopted for the city of New York appeared on pages 25 to 27.

Query No. 90—We are desirous of obtaining a list of the more prominent cities of the United States which have local regulations limiting the use of electric refrigeration within the city limits. We would appreciate any information you can give us along this line or any information you might have as to how such data might be obtained.

Editor's Note: Proposed local regulations affecting the installation of refrigeration equipment in the District of Columbia and for the State of Ohio will be found in the April 25 issue of ELECTRIC REFRIGERATION NEWS. In the January 4, 1928, issue the complete text of the revised safety code adopted for the city of New York appeared on pages 25 to 27.

"PLEASE CHANGE MY ADDRESS"

Recent movements of Electric Refrigeration News subscribers as indicated by requests for changes in mailing addresses.

| |
|---|
| Adams, D. G., from 115 N. Jackson St., Glendale, Calif., to 501 Prospect Ave., South Pasadena, Calif. |
| Barnes, Herbert, from 168 Victoria Ave., to 3032 Bailey Ave., Buffalo, N. Y. |
| Barney, Judson J., from 21 Seminary Ave., to 1438 Catsep Drive, Dayton, Ohio. |
| Bennington, H. C., from 1947 Barrows, to 905 Geneva St., Toledo, Ohio. |
| Brunswick-Kroeschell Co., from 203 Fulton St. to 136 Liberty St., New York, N. Y. |
| Busey, J. I., from 575 Mission St. to 1201 Bryant St., San Francisco, Calif. |
| Bustard, A. E., from 133 West Washington St. to 120 S. La Salle St., Chicago, Ill. |
| Champion Sales Corp., from 219 N. Michigan Ave. to Diversey Blvd. and Paulina St., Chicago, Ill. |
| Clifford, J. G., from 83 Highland St., Ware, Mass., to 44 Grafton St., New Haven, Conn. |
| Derry, Robert K., from 1346 22nd St., N. W., to R. D. 4, East Canton Road, Canton, Ohio. |
| Diemer, O., from 943 Reservoir Ave., Bridgeport, Conn., to 47 Williams St., Stamford, Conn. |
| Ellsworth, T. T., from 2308 W. 7th St., to 2404 W. 7th St., Los Angeles, Calif. |
| Elfritham, R. L., Servel Corp., from 497 Sutter, to 681 Victoria, San Francisco, Calif. |
| Emond, Frank X., from 130 Magill St., to 81 Dunne Ave., Pawtucket, R. I. |
| Esping, A. W., from 1344 W. 83rd St. to 7709 So. Lafin St., Chicago, Ill. |
| Fitzpatrick, James R., c/o Haskelite Mfg. Corp., from 133 W. Washington St. to 120 S. La Salle St., Chicago, Ill. |
| Fleischer, F. O., from 4020 Portland Ave., Minneapolis, Minn., to c/o Sampson House, Excelsior, Minn. |
| Giedd, Robert H., from Northwestern Public Service Co., Huron, S. D., to Florida Power Corp., St. Petersburg, Fla. |
| Gray, A. A. & Co., from 133 W. Washington St. to 168 W. Adams St., Room 1232-1234, Chicago, Ill. |
| Gilmore, J. S., from 523 S. Braddock Ave., Pittsburgh, Pa., to 53 Wilcox Ave., East Orange, N. J. |
| Green, P. E., from 631 S. Bonnie Brae St. to 1621½ S. Burlington St., Los Angeles, Calif. |
| Hamilton, W. W., from 4510 Hazel to 4503 Magnolia, Uptown Station, Chicago, Ill. |
| Hesslink, E. H., from Seitzer Blk., to 1606 Benitez Ave., Detroit, Mich. |
| Hill, George W., from 59 Ossipee Rd., Somerville, Mass., to 34 Cliff St., Arlington Heights, Mass. |
| Holladay, W. L., from 2308 W. Seventh St., to 2404 W. 7th St., Room 301, Los Angeles, Calif. |
| Hood, F. J., from 4428½ Drexel Blvd., Chicago, Ill., to 110 11th St., Modesto, Calif. |
| Hunt, Fred M., from Equity Bldg. to 908 Schaff Bldg., Philadelphia, Pa. |
| Kalamazoo Maytag Sales Co., from 436 S. Burdick to 210 S. Burdick, Kalamazoo, Mich. |
| Koontz, C. R., from 5400 Broad St. to 402 Monroe Ave., Pittsburgh, Pa. |
| Kopf, H. W., from 66 Piquette St. to 4545 Benitez Ave., Detroit, Mich. |
| Livemore, Frank L., from 438 Putnam Ave. to 1144 Bergen St., Brooklyn, N. Y. |
| Maas & Waldstein Co., from 45 John St., New York City, to 438 Riverside Ave., Newark, N. J. |
| Madigan, R. J., from Commercial National Bank Bldg., Washington, D. C., to 521 N. Howard St., Baltimore, Md. |
| Metzler, Theodore H., from 540 Fairfield Ave., Bridgeport, Conn., to Linwood Ave., Columbus, Ohio. |
| Midwest Refrigeration Co., from 138 E. 13th, Lincoln, Nebr., to 707 Grand Ave., Des Moines, Iowa. |
| Mountain States Power Co., from Tacoma, Wash., to Albany, Ore. |
| Phillips, G. L., from Strathmore Hotel, Detroit, Mich., to 139 Perry St., Pontiac. |
| Polley, R. F., from 845 E. 89th Pl. to 10101 Lafayette Ave., Washington Heights, Chicago, Ill. |
| Quirk, E. E., from Union Trust Bldg., to 911 Grand Rapids Savings Bank Bldg., Grand Rapids, Mich. |
| Remington, O. A., from 1901 W. 7th St. to 8924 Ruthelen St., Los Angeles, Calif. |
| Rinehart, P. E., from McCray Refrigerator Corp., 60 South St., Concord, N. H., to c/o Mohr-Jones Hdw. Co., Racine, Wis. |
| Ritchie, A. E., from 2122 Euclid Ave. to 1571 Euclid Ave., Cleveland, Ohio. |
| Ryan, R. C., from 3557 Lyndale St. to 4623 N. Rockwell, Chicago, Ill. |
| Sloan, Edgar, from 420 W. 17th St., Kansas City, to Ashland, Mo. |
| Smith, Geo. J., from 3681 5th Ave. to 3514 Euclid Dr., Los Angeles, Calif. |
| Stenberg, W. A., from 3927 1st Ave., So., to 3718 Bryant Ave., Minneapolis, Minn. |
| Stettler, J. S., from 1309 N. Rural St., Indianapolis, Ind., to 549 Burns Ave., Dayton, Ohio. |
| Stille, C. W., from Kelvinator Leonard Co., 1167 Chislett, to 269 Cedar Blvd., Pittsburgh, Pa. |
| Suttle, R., from Nizer Corp., 565 West Washington St., to 64 East Lake St., Chicago, Ill. |
| Trupar Mfg. Co., from 140 Davis Ave. to Box 8, Sta. "A," Dayton, Ohio. |
| Wright, W. H., from 164 Linden Blvd. to 3523 Newkirk Ave., Brooklyn, N. Y. |

RADIOS AND REFRIGERATORS

The connection, except by alliteration, may not be obvious to the general public, but to dealers there is a practical tie in the fact that the service man can take care of both and that the sales of one are active when the sales of the other are dull, and vice versa.

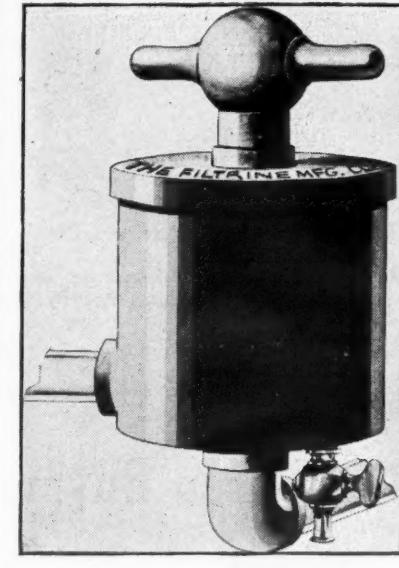
Furniture houses in the south have been early beneficiaries of the discovery of this relationship, and many of themselves are stocking both products, the radio to sell in the cool months when the demand for sets is greatest, the refrigerator for the warm months when food is in most need of protection.

This tends to keep the sales volume curve uniform as well as to give steady employment to the electrician. It gives a practical reason, also, for steady advertising which reacts favorably on the good-will of the store.—The Advertisers' Weekly.

NEW FILTER AVAILABLE FOR SMALL WATER COOLER

The accompanying illustration shows the new model number three water filters manufactured by the Filtrine Mfg. Co., of Brooklyn, N. Y. The filter can be used with any model direct connected water cooler and is guaranteed for one year against imperfection in materials or workmanship.

Its capacity is $\frac{3}{4}$ of a gallon per minute.



It is kept at highest efficiency by replacing the filtering medium, an inexpensive operation which it is claimed can be done by anyone in less than a minute. This operation restores the filter to its original efficiency.

ELECTRIC REFRIGERATION NEWS

The business newspaper of the electric refrigeration industry

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PRICE TEN CENTS

NATIONAL ELECTRIC LIGHT ASSOCIATION WILL CONVENE AT ATLANTIC CITY, N.J.

Ten Thousand Expected to Attend Mammoth Meeting and Exhibition

FINANCIAL, engineering and merchandising executives of the electric light and power companies from all parts of the United States and many foreign countries will attend the fifty-first annual convention and exhibition of the National Electric Light Association, to be held at Young's Million Dollar Pier, on the famous Board Walk, Atlantic City, N. J., Monday to Friday inclusive, June 4-8, 1928.

Electric refrigeration will occupy a prominent place in the monster exhibition of electrical apparatus, supplies and appliances. Most of the larger manufacturers will present their complete lines of machine and cabinet units for household and small commercial applications. Other manufacturers will be represented by officers and departmental executives who will take advantage of this opportunity to keep in touch with the public utility methods of promoting the increased use of electrical service.

The N. E. L. A. is probably the largest and strongest trade or industrial association in the United States. Representing, as it does, millions of dollars of capital invested in plant machinery and transmission equipment and a service so closely interwoven with the daily life and industrial progress of both urban and rural communities throughout the country, the scope of the association is very far reaching indeed. Public relations, the government and business, the universities and industry, political education, rural electrification, research, investments, insurance, and other broad subjects will be discussed by men and women of national reputation. See page 4 for complete program.

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How Electric Refrigeration News Will Tell the Story of the Two Conventions to be Held in June

Double Header Issues June 6 and June 20 Will Carry the Message to the Industry

Two important conventions in one week—one in Detroit and the other in Atlantic City—both of great interest to the electric refrigeration industry—present both a problem and an opportunity to Electric Refrigeration News. Owing to the highly specialized service of the paper it has usually been possible to concentrate attention upon one national event at a time.

In the case of the June 6 issue special arrangements must be made to carry the immediate news of both meetings while they are still in progress. In order to meet this situation one section of the paper will be printed in Detroit and another section in

Philadelphia. These sections will be combined at both points so that a complete edition may be distributed to each meeting.

In adopting the newspaper style rather than the usual trade magazine format, the active movements and rapid progress of electric refrigeration were anticipated. Electric refrigeration is truly a newsy subject and this paper has endeavored to reflect the character of the industry which it serves. Electric refrigeration has moved forward at a fast pace and the News intends to keep step. No effort will be spared to give readers a picture of the events and trend of thought affecting the future of the business.

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AMERICAN SOCIETY OF REFRIGERATING ENGINEERS TO MEET JUNE 4-7, DETROIT

Technical Progress and Development of the Art to Be Discussed

DESIGN of refrigerator cabinets of the household type, refrigerator test methods, research on home refrigerators, application of insulation to refrigerators, silica gel, ice engineering, application of refrigeration to the oil industry, the new fisheries, modern refrigeration evaporating systems, double pipe coolers and condenser tests, heat transmission in refrigerator cars, broken ice refrigeration and other subjects of interest to refrigerating engineers, production and commercial executives, will be discussed at the 15th western meeting of the American Society of Refrigerating Engineers to be held at the Hotel Statler, Detroit, Michigan, Monday, Tuesday, Wednesday and Thursday, June 4 to 7, 1928.

George B. Bright, consulting engineer of Detroit and president of the national Society, will be general chairman of the sessions. A. W. Oakley, New York, is chairman of the program committee. Local arrangements for the meeting and entertainment will be in the hands of a committee from the Detroit section of the A. S. R. E. consisting of Patterson Farmer, Glenn Muffly, G. B. Bright, A. D. McLay, Emmett Mueller, G. C. Mason, C. C. Spreen, Donald Ellis, F. M. Cockrell and Theo. Huetteman.

Detroit Section to Be Host

The Detroit section of the A. S. R. E., one of the most active and successful local divisions of the organization, will be host at the coming meeting. On account of the large proportion of members of the Detroit section who are interested in the electric and automatic types of refrigerating equipment, considerable attention has been devoted to this phase of refrigeration in the meetings and activities of the Detroit section. Electric refrigeration and related subjects will have an important place in the discussions at this western meeting of the national Society. Officers of the Detroit section are as follows: C. C. Spreen, president, L. S. Keiholtz, vice-president, W. D. McElhinny, vice-president, A. D. McLay, treasurer and Donald Ellis, secretary.

Special arrangements have been made for entertaining visiting ladies, the committee in charge consisting of Mrs. A. D. McLay, Mrs. Theo. Huetteman, Mrs. G. B. Bright, Mrs. C. C. Spreen, Mrs. Emmett Mueller, Mrs. Donald Ellis, and Mrs. Glenn Muffly. Inspection tours, conducted by the Detroit section, will include visits to the River Rouge plant of the Ford Motor Company and the Ford Air Port, also to the plants of the Kelvinator Corporation and the Detroit City Service Company. A detailed program will be found on page 3.

Society Organized in 1904

The American Society of Refrigerating Engineers was organized in 1904 as an association of individuals devoting their combined efforts to the adjustment of the technique of refrigeration. During the intervening years it has grown in scope from early fundamental problems in machinery to a broad sphere of interest, and in membership from a handful to one thousand men.

The concern of the individual in the Society is to help advance the arts and sciences of this field, and his own technical knowledge; the group as a whole embodies the role of neutral chairmanship to the progress of the industries it concerns. It has been identified with many individual and joint projects of a research or standardizing nature. The chief expression of its functions lies in the holding of meetings, publication of proceedings and the maintenance of a library.

In embracing the interests of several allied industries, the Society does not limit its membership to engineers. The "member" grade is for engineers concerned with primary refrigerating apparatus, while the "associate" grade is for executives and technical men in allied lines. The "junior" and "affiliate" grades are preliminary, in point of personal interest and qualifications, to these two grades, respectively.

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Will Attend N. E. L. A. Convention In Atlantic City June 4-8

The following advanced list is the announced attendance and exhibits at the forthcoming N. E. L. A. Convention to be held in Atlantic City, June 4 to 8, up to the time of going to press for this issue:

AUTOMATIC RECLOSED CIRCUIT BREAKER CO., Columbus, O., Temperature controls, No exhibit. F. B. Riley and E. C. Raney, at the Ritz.

BATTEN CO., THE GEORGE, 383 Madison Ave., New York, Advertising. Egbert White and Richard Pond, at Hotel Shelburne.

BROCKLAND & MOORE, INC., 208 N. Broadway, St. Louis, Mo., Advertising. L. T. Johnston.

BUSH MFG. CO., Hartford, Conn., Electric refrigeration receivers and condensers. No exhibit. James W. Hatch.

CENTURY ELECTRIC CO., 1806 Pine St., St. Louis, Mo., Exhibit in space 431 of single-phase repulsion induction motors, polyphase induction motors, and portable ceiling and ventilating fans. Present: R. J. Russell, C. O. Hedges, Geo. H. Pechin, James Larkin, W. J. Nace, all at The Shelburne.

COPELAND PRODUCTS, INC., 630 Lyceum St., Detroit, Mich., Exhibit in spaces 212, 214, 214A, of full line of refrigerators (Copeland all metal, Copeland Seeger and Copeland de luxe), multiple hook-up, watercoolers, Silica-Gel unit operation, walk-in box, apartment house cabinet. Present: Geo. W. Mason, W. D. McElhinney, C. W. Hadden, A. M. Taylor, all at Marlborough-Blenheim.

DOMESTIC ELECTRIC REFRIGERATOR CORP., 2 W. 46th St., New York, Electrical refrigerators (shown in connection with Westinghouse Exhibit in Shelburne Hotel). Present: L. L. Pendleton, John A. Sturges, Henry E. Murphy, at Traymore.

ELECTRIC REFRIGERATION NEWS, 55c, Maccahees Bldg., Detroit, Mich. Exhibit in space 167-A. Present: F. M. Cockrell, H. A. De Lashmutt, Carl Gardner.

GENERAL ELECTRIC-ELECTRIC REFRIGERATION DEPT., 530 Hanna Bldg., Cleveland, O., Exhibit in spaces 601, 602, 603 of General Electric refrigerators. Present: T. K. Quinn, P. B. Zimmerman, W. J. Daily, H. C. Mealey, C. E. Roessch, J. J. Donovan, W. M. Timmerman, H. H. Bosworth, W. E. Landmesser, all at Shelburne Hotel, and A. R. Stevenson, Jr., C. Steenstrup, J. L. Knight, J. J. Walker, at The Ambassador.

GOULD ELECTRIC MIXER CORP., 33 West 26th St., New York. Exhibit at General Electric Pier, (Old Young's Pier on Boardwalk) of Gould electric food mixer with attachments. Present: B. G. Gould, at the Raleigh.

GURNEY REFRIGERATOR CO., Fond du Lac, Wis., Refrigerators and cabinets. No exhibit. Present: A. D. Thomsen, W. E. Jones, The Marlborough.

HILL, C. O. & CO., INC., Trenton, N. J. Exhibit in space 210 of showcases for electric refrigeration, in conjunction with Kelvinator Corp., Detroit. Present: Harry Morris, 5219 Ventnor Ave., Ventnor City, N. J.

IROQUOIS ELECTRIC REFRIGERATION CO., 1600 Arch St., Philadelphia, Pa. Exhibit in spaces 114, 116, 118, of various models of Iroquois electric refrigerators. Present: W. F. Worrell, W. F. Hartzell, F. A. Browne, E. L. Barnes, V. C. Kyberg, R. J. Willis and W. T. Poultner, at Hotel Dennis.

JARROW PRODUCTS CORP., 143 W. Austin Ave., Chicago, Ill., Refrigerator door gaskets. No exhibit. Present: Harry W. Jarow, at the Ritz-Carlton.

KEROTEST MFG. CO., 2525 Liberty Ave., Pittsburgh, Pa. Forged brass valves and fittings. No exhibit. Present: J. S. Forbes, Haddon Hall Hotel.

LAMSON CO., SYRACUSE, N. Y. Electric refrigerating machines, pneumatic tube systems, conveyors. No exhibit. Present: Harry W. Alexander, the Traymore.

LELAND ELECTRIC CO., DAYTON, O., Electric motors. No exhibit. Representation undecided.

LEONARD REFRIGERATOR CO., Grand Rapids, Mich. Will exhibit refrigerator cabinets for ice, electricity and gas in porcelain, wood and steel. Present: A. H. Jaeger, W. H. Bowen, George Sikkenga.

LUND, L. A. CORPORATION, 1018 S. Wabash Ave., Chicago, Ill., Radio sets and supplies. No exhibit. Present: Wm. H. Denison, the Traymore.

MCCORD RADIATOR & MFG. CO., Detroit, Mich. Exhibit in space 200 of a complete line of various types of McCord refrigerator condenser coils, with facilities for fabrication, the McCord sectional sheet metal evaporator flooded-type, and for direct-expansion type systems, including also Sunnyside electric washing machine and the electric towel airdry machine. Present: M. Dunn, G. R. Hammer, C. W. Owston, R. Hyde, F. W. Milligan, J. W. Vanderbeck, Sebulsky, J. Ruch.

SAVAGE ARMS CORPORATION, Utica, N. Y. Exhibit in space 209 of Mercury refrigeration units for preserving ice cream, Savage wringerless washer and dryer, Savage all-electric ironer, Savage health motor. Present: Roi B. Woolley, Weston Vogel, Mayer, at the Brighton.

SAVOY, INC., 90 Alabama St., Buffalo, N. Y. Exhibit in spaces 239, 241 of Savory refrigerators, electric roasters, electric wiener roasters, Savory airators. Present: W. H. Campbell, E. A. Phillips, F. H. Schrage, at the Ritz-Carlton.

SCHMIDT, THE C. CO., Cincinnati, O. Refrigerators, refrigerator display counters, cold storage doors, ice makers equipment. No exhibit. Representation indeterminate.

SEEGER REFRIGERATOR CO., ST. PAUL, MINN. Exhibit of cabinets by Seeger in spaces 216, 218. Present: John J. Leonard, Harry H. Webber, Charles A. Muessel, George J. McLer, H. F. MacGrath, at the Marlborough-Blenheim.

SERVEL SALES, INC., Evansville, Ind. Exhibit in spaces 213, 215, 217 of Servel household and commercial line, and Electrolux household refrigerator electrically operated. Present: Col. F. E. Smith, W. F. Thatcher, H. W. Foulds, F. E. Sellman, B. O. Brown, J. M. Bickel, W. A. Reynolds, J. A. Janney, G. A. Knowles, H. G. Semmons, C. A. Millar, at the Atlantic City Hotel.

STOW MFG. CO., Binghamton, N. Y. Stow flexible shafts. No exhibit. Present: D. Walker Wear, the Traymore.

WADSWORTH ELECTRIC MFG. CO., no address given. Exhibit in spaces 146, 148, of Wadsworth externally operated switches. Present: D. T. Wadsworth, L. G. Kuhlman, F. J. Alvin, at the Ambassador.

NOTICE

REGISTER WITH ELECTRIC
REFRIGERATION NEWS AT
EXHIBITION BOOTH
NO. 167-A

Visitors to the N. E. L. A. Convention who register at the Booth of this Paper the first day of the Convention will appear as present in the June 6 issue, published at the Convention. Be sure to register promptly.

WELSBACK CO., Gloucester City, N. J. Exhibit in spaces 617, 619 of household and commercial electric refrigerators and equipments. Present: Sidney Mason, Townsend Stites, Howard R. Lukens, Roger R. Thompson, Wm. R. M. Very, F. W. Wegener, Reinhold Fernbach, R. D. Lombard, C. B. Ryan, Jr., Rai Havens, John S. MacCay, John C. Gaines, A. P. Merchant, L. A. Coons, D. R. Shiveley, Austin Monty and Russell MacDonald, all at the Shelburne Hotel.

WESTINGHOUSE ELECTRIC & MFG. CO., Springfield, Mass. Exhibit of products at Shelburne Hotel, including refrigerators of Domestic Electric Refrigerator Co., of New York.

YOUNG RADIATOR CO., Racine, Wis. Condensers, cooling coils, cooling units, etc. No exhibit. Present: F. M. Young, J. J. Hill, at the Traymore.

Bryant Electric Refrigeration Co. Will Start Production Soon

Bryant Electric Refrigerator Co., Montrose, Pa., will soon commence manufacturing in the former New Milford Silk Mills building with a capacity of 200 units daily. The machine is the invention of F. LeGrand Bryant, who has 100 patents to his credit, chiefly on automatic refrigeration, and formerly associated with Copeland Products, Inc., Kelvinator Corp. and Frigidaire. The company officers are: F. LeGrand Bryant, president; Chas. H. Ainey, vice-president; DeWitt C. Vail, secretary, and Dr. A. F. Merrill, treasurer.

Cooking School Sells Three in Small Town

As a result of a cooking school operated in Franklin, Tex., population 1,131, the East Texas Electric Co. sold 3 General Electric refrigerators and 7 cooking ranges.

Ohio State University Students Visit Frigidaire Plant

Forty-three chemical engineering students from Ohio State University visited the Moraine City plant of the Frigidaire Corp. as well as a number of other factories in Dayton on April 30. The trip is an annual one conducted for seniors in the department of chemical engineering and is required for graduation. Other cities visited by the group included Cincinnati, Chicago and Detroit.

Reports Good Results from Frigidaire Exposition In Athol Mass.

The Athol Coal Co., Athol, Mass., reports very favorable results from a Frigidaire exhibition recently held in the Athol Memorial Building. A complete display of domestic models was shown together with commercial compressors, coils and water coolers. The display was arranged for advertising and educational purposes and although no orders were solicited on the floor, several were received.

Ray Arnold Recovers from Illness

Ray Arnold, general manager of the Electric Refrigerator Co., Milwaukee, Wis., distributor of General Electric refrigerators, is back at his desk after an illness of approximately fourteen weeks. Mr. Arnold stated that business is moving right along and that the company had only recently added ten new salesmen in the city to keep up with the expansion of the business.

Pemco Publishes a Magazine for Porcelain Enameling

The first three issues of *The American Enamelist*, a magazine for those interested in the progress and development of the porcelain enamel industry, published by the Porcelain Enameling Mfg. Co., Baltimore, Md., has been received.

This publication is issued monthly and discusses mainly the problems connected with the manufacture of porcelain enamel ware.

Albany Distributor Places Order for 50 Carloads of G. E. Refrigerators

J. O. Morris, vice-president of the Electric Supply & Equipment Co., General Electric refrigerator distributors in Albany, N. Y., recently stepped into the office of P. B. Zimmerman, sales manager for the Electric Refrigeration department, Cleveland, and presented to him orders for 50 carloads of refrigerators.

Sales in Cresson, Pa., Reported

The Cresson Electric Co., serving 1000 wired homes with 6000 population in Cresson borough, Sankertown borough and Cresson township in Cambria county, Pa., not directly selling refrigerators, reports that local dealers sold only 2 Frigidaires, 2 Servels and 1 Kelvinator in 1927 owing to poor business conditions in the territory.

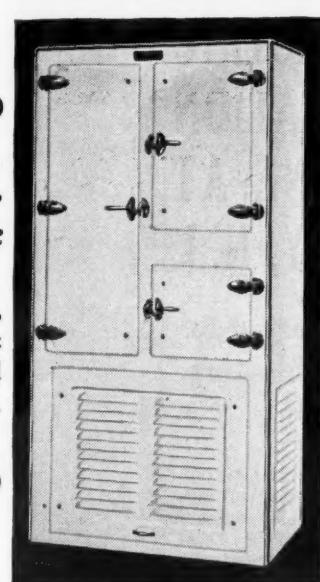
Emerson-Mason Corp., Boston, Will Make Electric Refrigerators

The Emerson-Mason Corp., Boston, Mass., has been incorporated to manufacture electric refrigerators and equipment. The capital structure is composed of 200 shares of no par value stock. Scott Emerson, 16 Lawson Road, Winchester, Mass., is president.

County Health Board to Purchase Electric Refrigerator for Keeping Serums

The Norfolk County Health Board, Norfolk, Va., at its May session, decided to purchase an electric refrigerator in which to properly preserve a supply of bacteriological products. Such materials as vaccine and serums will be stored in the refrigerator and made available to local and county physicians.

BOHN'S Latest Achievement — The New Bohn "Super Quality" Refrigerator



White Porcelain Enamel inside and outside. The machine compartment is ideal for storage space where remote installation is made.

[Featuring the Insulated Baffle Wall]

The lowest prices in our 31 years of manufacturing "Super Quality" Refrigerators

BOHN REFRIGERATOR COMPANY

SAINT PAUL, MINNESOTA

These models are on display at our own stores in

NEW YORK 5 East 46th Street

CHICAGO 227 No. Michigan Blvd.

BOSTON 707-709 Boylston Street

SERVEL

ELECTRIC REFRIGERATION

... into the home with color

EVERY WOMAN within trading distance of your store is interested in color. By linking Servel with this sweeping vogue, Servel has established an important entree for dealers. Specifically, here are some of the advertising helps:

1 Double page color advertisements in The Saturday Evening Post and Good Housekeeping, link Servel with the vogue of modern color in the home. The postman and the newsdealers are putting Servel interest in the homes of your customers.

2 To help you with your newspaper advertising Servel offers a series of carefully planned, strikingly illustrated advertisements with generous space for your signature. Free mats, in 3 sizes—5 cols. x 15, 4 cols. x 12 and 3 cols. x 9.

3 Modern display cards in brilliant color are ready for store, window and counter.

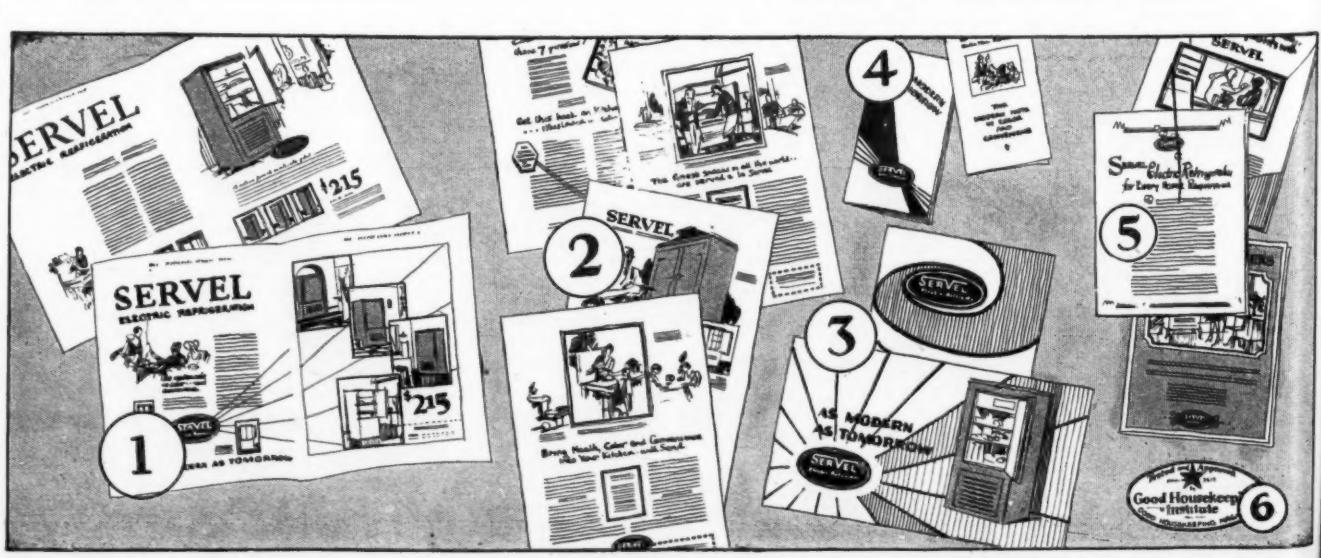
4 A series of beautiful new booklets and folders are now ready. These will help to focus Servel interest on your store.

5 Folders are now ready covering the use of Servel Electric Refrigeration for groceries, restaurants, hotels, delicatessen stores, florists' shops, meat markets and clubs. Another attractive folder is on the new Servel water cooler, for offices and industrial plants.

6 Remember—Servel carries the Seal of Approval of Good Housekeeping Institute. Just one more convincing proof of Servel quality and reliability. And a powerful sales argument, too.

N. E. L. A.—At the Atlantic City Convention at Booths 213, 215 and 217, see Servel in the modern Guild interiors, built to "life size" and in actual colors.

HELPS—Illustrated below are some of the new advertising items which help Servel dealers build up real sales volume. For details, address Advertising Department, Servel Sales, Inc., Evansville, Ind.



Wisconsin Power & Light Co. Expects to Triple Sales



WISCONSIN PR. & LT. CO. JOINS FORCES WITH G. E. IN JANEVILLE

Utility Men Welcomed at Spring Sales Meeting

Wisconsin Power & Light Company, Madison, Wis., operating in the south central Wisconsin territory, having 250,000 population and 55,000 wired homes, plans to place approximately 285 General Electric and Servel units during the 1928 season, with considerable additions by the efforts of the local dealers, who represent the other well-known makes. The new mark is nearly three times the business secured by the company in 1927, during which period 95 household and 3 commercial Servels were placed. About \$1,500 will be spent for advertising against \$1,000 last year.

Executives and merchandising representatives of the Wisconsin Power & Light Co. were welcomed into the family of General Electric refrigerator dealers at the first Spring sales meeting of the Wisconsin Electric Refrigerator Co. in Janesville, Wis., April 10. The program of the meeting was as follows:

Program—Morning Session

Address of Welcome—
Donald S. Stophlet—President, Wisconsin Electric Refrigerator Co.—
L. M. Williams—General Commercial Manager, Wisconsin Power & Light Co., Madison.

Organization of the General Electric Co.—
C. E. Roesch—Assistant General Sales Manager, Electric Refrigeration Dept., General Electric Co., Cleveland.

Advertising—
Geo. V. Vaughan—Manager Public Information Bureau, Wisconsin Power & Light Co., Madison, Wis.

Springtime—A Skit—
E. J. Sorensen, S. W. Sorensen—Division Sales Managers, Wis. Elec. Refr. Co.

Miss Crabtree—Wisconsin Power & Light Co., Janesville.

Afternoon Session

Sales Promotion—
W. J. Dailey—Sales Promotion Manager, Electric Refrigeration Dept., General Electric Co., Cleveland.

Direct Selling—
C. A. McMullen—Commercial Manager, Wisconsin Power & Light Co., Madison, Wis.

Organization and Store Management—
W. H. Taylor—Direct Representative, General Electric Co., Minneapolis.

Refrigeration Sales From the District Manager Standpoint—
I. F. Wortendyke—District Manager, Wisconsin Power & Light Co., Janesville.

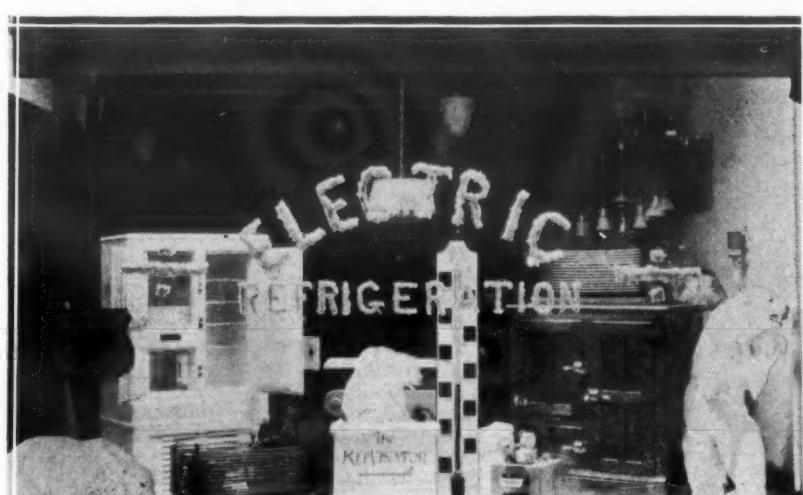
A. L. Thurston—District Manager, Wisconsin Power & Light Co., Beloit.

Dealer Organization—
D. E. Breckenridge—Direct Representative, Electric Refrigeration Dept., General Electric Co., Waukesha.

Retail Organization—
L. W. Barnes, Commercial Manager, Wisconsin Power & Light Co., Beloit.

Edw. Brunsman, Jr., Commercial Manager, Wisconsin Power & Light Co., Beloit.

Moving Thermometer Shows Correct Temperature



Above is a novel window display prepared by R. B. Thayer, electric store manager in Augusta for the Central Maine Power Company, which sells Kelvinator and General Electric refrigerators in 269 cities and communities in that state. A hand moves from right to left and back in the slot beneath the word "Kelvinator" on the cube containing the polar bear. When the hand points to "Electric Refrigeration," the thermometer indicates 50°, when it points to "Refrigeration with Ice" at the other end of the slot, the thermometer indicates 40°.

A. S. R. E. Program

Hotel Statler, Detroit, June 4-7

Monday, June 4

10:00 A. M.—Registration Opens; Meeting of the Council.

12:30 P. M.—Council Luncheon to Authors.

2:00 P. M.—Opening Session—President Bright, in the chair; Business Meeting and Technical Session; Reports of Committees and Discussion; Corrosion Committee Report, F. C. Speller, Pittsburgh, chairman, "Surface Transmission"; Report I. R. H. Heilman, Senior Fellow, Mellon Institute, Pittsburgh, Pa.

Entertainment

For the Ladies—

Entertainment

12:00 M.—Luncheon, Wardell Apartments, Mrs. Muffy, Hostess; followed by visit to Art Center.

Wednesday, June 6

10:00 A. M.—Refrigerating Machinery Division; Technical Session, Mr. A. W. Oakley, in the chair, "Double Pipe Cooler and Condenser Tests," F. C. Stewart, assistant professor, Georgia School of Technology, Atlanta, Ga. "Modern Refrigeration Evaporating Systems," G. M. Hilger, president, X. L. Refrigerating Co., Chicago, Ill. "Study of Heat Transmission in Refrigerator Cars," J. H. Bracken, Celotex Co., Chicago, Ill.

Entertainment

1:30 P. M.—Inspection Tour, conducted by The Detroit Section, A. S. R. E. Visit to the Ford River Rouge Plant and the Ford Airport. Private cars will conduct party; leaving hotel at the above hour. Men desiring to take this trip will please notify the clerk at the registration desk before 8:00 P. M. Monday. Mrs. McLay—Arrangements for ladies.

7:00 P. M.—Annual Spring Dinner-Dance, at the Hotel. (Formal dress optional; \$5.00.)

Tuesday, June 5

10:00 A. M.—Refrigeration Applications Division; Technical Session; Vice-President A. J. Wood, in the chair, "The New Fisheries," Dr. H. R. Taylor, vice-president in charge of research, Atlantic Coast Fisheries Co., New York. "Application of Refrigeration to the Oil Industry," N. H. Hiller, Jr., Vilter Mfg. Co., Milwaukee, Wis. "Ice Engineering," Dr. H. T. Barnes, Physics Dept., McGill University, Montreal.

2:00 P. M.—Domestic Refrigerating Machine Division; Technical Session; President Bright, in the chair. "Silica Gel," E. B. Miller, president, The Davison Chemical Co., Baltimore, Md. "Research on Home Refrigerators," Dr. Louise Stanley, chief, Bureau of Home Economics, Dept. of Agriculture, Washington, D. C. "The Application of Insulation to Refrigerators," J. H. Bracken, Manager Refrigeration Division, The Celotex Co., Chicago, Ill.

Entertainment

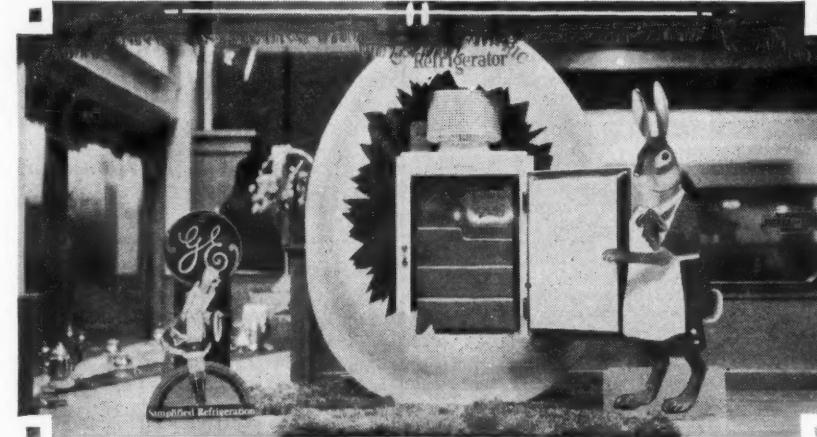
1:30 P. M.—Inspection Tour, conducted by The Detroit Section, A. S. R. E. Visit to the plant of the Kelvinator Corp. and Detroit City Service Co. Plant No. 16. Private cars will conduct party from the hotel at the above hour. To take this trip members are asked to notify the clerk at the registration desk before noon on Wednesday. Mrs. Huettman, Mrs. Bright—Arrangements for ladies.

Thursday, June 7

10:00 A. M.—Refrigerator Division; Technical Session, Vice-President H. D. Edwards, in the chair. "General Design of Refrigerator Cabinets of the Household Type," Harold L. Pope and J. Russell Brown, Leonard Refrigerator Co., Grand Rapids, Mich. "Refrigerator Test Methods," W. F. Gruppe, chief engineer, Cork Import Co., New York. "Broken Ice Refrigeration," C. F. Belshaw, George B. Bright Co., Detroit.

Entertainment

Wisconsin Electric Refrigerator Co. Convention at Wisconsin Pr. & Lt. Co. offices, Janesville, April 10.



This unusual Easter appeal is representative of aggressive selling methods used by the Wisconsin Pr. & Lt. Co.

GULF POWER CO. PLANS CAMPAIGN TO START JUNE 1

The Gulf Power Co., Pensacola, Fla., announces a campaign for the sale of General Electric refrigerators to commence on June 1, following the present campaign on electric ranges which has been in operation for some time. Servel refrigerators in stock will be included at special prices, previous to the opening of the new effort.

Hodenpyl, Hardy & Co. Forms Merger with Stevens and Wood, Inc.

Hodenpyl, Hardy & Co., Inc., and Stevens & Wood, Inc., operators and managers of public utility properties, have been consolidated into the Allied Power & Light Co., according to a recent announcement. The new organization has made contracts to acquire a substantial stock interest in the Commonwealth Power Corp., the Northern Ohio Power Co., the Pennsylvania-Ohio Edison Co., and other central station properties.

Bonbright & Co. will shortly issue stock in the new Allied Power & Light Co. B. C. Cobb is chairman and R. P. Stevens president.

Northern Ohio Power Merged With Penn-Ohio Edison Co.

Announcement was made May 15 of the merger of the Penn-Ohio Edison Co. and the Northern Ohio Power Co. Net income of the merged companies totaled \$10,000,000 last year.

Appreciation

We realize that no small measure of the success that the General Electric Refrigerator enjoys today is due to the splendid cooperation it has received from the many central stations and dealers who have accepted it.

We, therefore, take this opportunity to thank you for the important part you have played in our success . . . a success based on your good-will and confidence, as well as the good-will and confidence won by the mechanical perfection of the product itself.

It is interesting to note that although the General Electric Refrigerator entered the market but twelve months ago, the majority of the Central Stations in the country are to-day merchandising this outstanding, revolutionary product!

GENERAL  ELECTRIC
Refrigerator

Business Program for the 51st N.E.L.A. Convention, Atlantic City, N.J., June 4-8

GENERAL SESSIONS

H. T. SANDS, *Chairman*
 P. S. ARKWRIGHT, *Vice-Chairman*
 JOHN B. MILLER, *Vice-Chairman*
 M. S. SLOAN, *Vice-Chairman*
 W. A. JONES, *Vice-Chairman*

Note: Meetings will be held in Young's Million Dollar Pier except as otherwise noted. [This program is tentative and may be augmented, or slightly changed, before the convention.]

First General Session

Tuesday, June 5th, 9:30 a.m.
 Meeting Room No. 1, Ballroom, Million Dollar Pier
 9:30—ADDRESS, "Welcome to Atlantic City," Honorable Anthony M. Ruffo, Mayor Atlantic City, N.J.
 9:45—ADDRESS, President H. T. Sands, Electric Bond & Share Co., New York, N.Y.
 10:15—REPORT, Treasurer P. S. Young, Public Service Electric & Gas Co., Newark, N.J.
 10:25—REPORT, Membership Committee, Howard K. Mohr, Chairman, The Philadelphia Electric Co., Philadelphia, Pa.
 10:35—REPORT, Managing Director Paul S. Clapp.
 10:50—REPORT, Public Relations National Section, J. F. Owens, Chairman, Oklahoma Gas & Electric Co., Oklahoma City, Okla.
 11:10—ADDRESS, "Why the Investment Company," A. W. Thompson, President, United Gas Improvement Co., Philadelphia.

11:40—ADDRESS, "Broadcasting—Present and Future," H. P. Davis, Chairman of Board, National Broadcasting Co., East Pittsburgh, Pa.

Second General Session

Wednesday, June 6th, 9:30 a.m.
 Meeting Room No. 1, Ballroom, Million Dollar Pier
 9:30—ANNOUNCEMENT, Memorials Committee.
 9:35—ANNOUNCEMENT, Resolutions Committee.
 9:40—REPORT, Exhibition Committee, E. W. Goldschmidt, Chairman Wagner Electric Co., New York, N.Y.
 9:50—REPORT, Codes and Standards Committee, Irvin W. Day, Chairman, The Connecticut Light & Power Co., Waterbury, Conn.
 10:00—REPORT, Commercial National Section, J. E. Davidson, Chairman, Nebraska Power Co., Omaha, Neb.
 10:20—REPORT, Rate Research Committee, Edwin Gruhl, Chairman, The North American Co., New York, N.Y.
 10:35—ADDRESS, "The Electric Utility and the Public," Henry G. Wells, President National Association of Railroad & Utilities Commissioners, Boston, Mass.
 11:05—ADDRESS, "Government and Business," John E. Elgerton, president, National Association of Manufacturers, Lebanon, Tenn.
 11:35—ADDRESS, "Universities and Industry," Deane W. Malott, Assistant Dean Graduate School of Business Administration, Harvard University.
 12:05—ADDRESS, "Speeding Up for Prosperity," Samuel M. Vaclain, president, Baldwin Locomotive Works, Philadelphia, Pa.

Third General Session

Wednesday, June 6th, 2:30 p.m.
 Meeting Room No. 1, Ballroom, Million Dollar Pier
 2:30—AWARDS, *Forbes Magazine* Public Relations Contest, B. C. Forbes, New York, N.Y.
 2:50—SYMPOSIUM, "Railroad Electrification," Britton I. Budd, Chairman, Electrification of Steam Railroads Committee, Public Service Co. of Northern Illinois, Chicago, Ill., and Lawrence A. Downs, president, Illinois Central Railroad Co., Chicago, Ill.
 3:30—ADDRESS (Subject and speaker to be determined).
 4:00—ADDRESS, "The Accountant as a Torch Bearer to Management," P. W. Pinkerton, President American Society of Certified Public Accountants, Chicago, Ill.
 4:20—REPORT, Rural Electric Service Committee, Charles F. Stuart, Chairman, Northern States Power Co., Minneapolis, Minn.
 4:40—ADDRESS, "Electricity and the Farmer," Clifford V. Gregory, Editor *Prairie Farmer*, Chicago, Ill.
 5:00—ADDRESS, "Power in Political Education," Miss Belle Sherwin, President, National League of Women Voters, Washington, D.C.

Fourth General Session

Thursday, June 7th, 9:30 a.m.
 Meeting Room No. 1, Ballroom, Million Dollar Pier
 9:30—REPORT, Prize Awards Committee, W. H. Onken, Jr., Chairman, *Electrical World*, New York, N.Y.
 9:45—REPORT, Lamp Committee, Frank W. Smith, Chairman, The United Electric Light & Power Co., New York, N.Y.
 10:05—REPORT, Accounting National Section, E. A. Davis, Chairman, Middle West Utilities Co., Chicago, Ill.
 10:25—ADDRESS, "The Clearing House of the Industry," Franklin T. Griffith, President, Portland Electric Power Co., Portland, Ore.
 10:50—ADDRESS, "Education of Men for the Public Utility Industry," C. O. Ruggles, Dean, College of Commerce and Administration, Ohio State University, Columbus, Ohio.
 11:15—ADDRESS, (Subject and Speaker to be determined).

11:40—ADDRESS, (Title of Address to be determined), Honorable Dan Moody, Governor of Texas, Austin, Tex.
 12:05—ADDRESS, "Electrical Research and Progress," Willis Rodney Whitney, Director Research Laboratory, General Electric Co., Schenectady, N.Y.

Fifth General Session

Thursday, June 7th, 2:30 a.m.
 Meeting Room No. 1, Ballroom, Million Dollar Pier

2:30—REPORT, Educational Committee, Fred R. Jenkins, Chairman, Commonwealth Edison Co., Chicago, Ill.

2:40—ADDRESS, "Teamwork for Electrical Development," W. W. Freeman, President Society for Electrical Development, New York, N.Y.

3:10—ADDRESS, "Commercial Aviation," Wm. P. MacCracken, Assistant Secretary, U.S. Department of Commerce, Washington, D.C.

3:40—REPORT, Engineering National Section, E. C. Stone, Chairman, Duquesne Light Co., Pittsburgh, Pa.

4:00—ADDRESS, (Subject to be determined), Hugh Frayne, American Federation of Labor.

4:30—ADDRESS, "From Bottom Up to Top Down," Merle Thorpe, Editor *Nation's Business*, Washington, D.C.

5:00—ADDRESS, "The Investment Company in Business Development," John T. Madden, Dean School of Commerce, Accounts & Finance, New York City University, New York, N.Y.

Sixth General Session

Friday, June 8th, 9:30 a.m.
 Meeting Room No. 1, Ballroom, Million Dollar Pier

9:30—MEMORIALS, W. H. Onken, Jr., *Electrical World*, New York, N.Y.

9:40—ADDRESS, (Title to be determined) Mrs. John D. Sherman, president, General Federation of Women's Clubs, Washington, D.C.

10:00—REPORT, Insurance Committee, Arthur Williams, Chairman, The New York Edison Co., New York, N.Y.

10:20—ADDRESS, "Electrical Advertising," John F. Gilchrist, Commonwealth Edison Co., Chicago.

10:45—ADDRESS, (Title and subject to be determined) James H. McGraw, Sr., President, McGraw-Hill Publishing Co., New York.

11:10—ADDRESS, "Interconnection With Its Benefits," George N. Tidd, President American Gas & Electric Co., New York, N.Y.

11:35—REPORT, President's Address Committee.

11:45—APPRECIATION, Herbert A. Wagner, President Consolidated Gas, Electric Light & Power Co., Baltimore, Md.

12:05—REPORT, Nominating Committee.

12:15—ELECTION—Officers and Members Executive Committee.

12:30—ADJOURNMENT.

COMMERCIAL SECTION SESSION

J. E. DAVIDSON, *Chairman*
 T. O. KENNEDY, *Vice-Chairman*
 V. M. F. TALLMAN, *Vice-Chairman*

Tuesday, June 5th, 2:15 p.m.
 Meeting Room No. 4, Vernon Room, Chalfonte-Haddon Hall Hotel

2:15—ADDRESS, J. E. Davidson, Chairman, Commercial National Section, Nebraska Power Co., Omaha, Neb.

2:30—REPORT, Commercial Director, C. E. Greenwood.

2:45—REPORT, Customer Relations Committee, C. L. Harold, Chairman, Brooklyn Edison Co., Inc., Brooklyn, N.Y.

2:55—REPORT, Domestic Electric Range Committee, A. B. Collins, Chairman, Alabama Power Co., Birmingham, Ala.

3:05—REPORT, Electrical Advertising Committee, C. J. Eaton, Chairman, Middle West Utilities Co., Chicago, Ill.

ADDRESS, (Title to be determined) Samuel N. Halliday, Assistant to the President, General Outdoor Advertising Co., New York.

3:30—REPORT, General Merchandising Committee, C. E. Greenwood, Chairman, New York, N.Y.

3:40—REPORT, Home Lighting Committee, C. L. Dunn, Chairman, The Ohio Public Service Co., Cleveland, Ohio.

3:55—REPORT, Industrial Heating Committee, W. H. Sammis, Chairman, Consumers Power Co., Jackson, Mich.

4:05—REPORT, Lighting Service Committee, J. Daniels, Chairman, The Edison Electric Illuminating Co., Boston, Mass.

4:15—REPORT, Power Committee, H. W. Derry, Chairman, The Union Gas & Electric Co., Cincinnati, Ohio.

4:35—REPORT, Transportation Committee, L. M. Branch, Chairman, Commonwealth Edison Co., Chicago, Ill.

4:45—REPORT, Wiring Committee, M. C. Huse, Chairman, The Philadelphia Electric Co., Philadelphia, Pa.

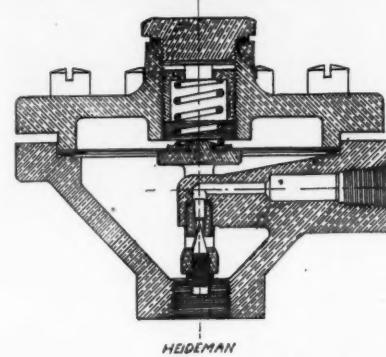
5:05—REPORT, Nominating Committee.

5:10—ADJOURNMENT.

Announcing

The "Heideman Liquid Control Valve"

An expansion valve with many points of superiority



Sensitive
Self-Cleaning
Non-Corrodin

Self-Aligning
Positive in Action
Positively Stays Put

One Easy Adjustment
Moderately Priced

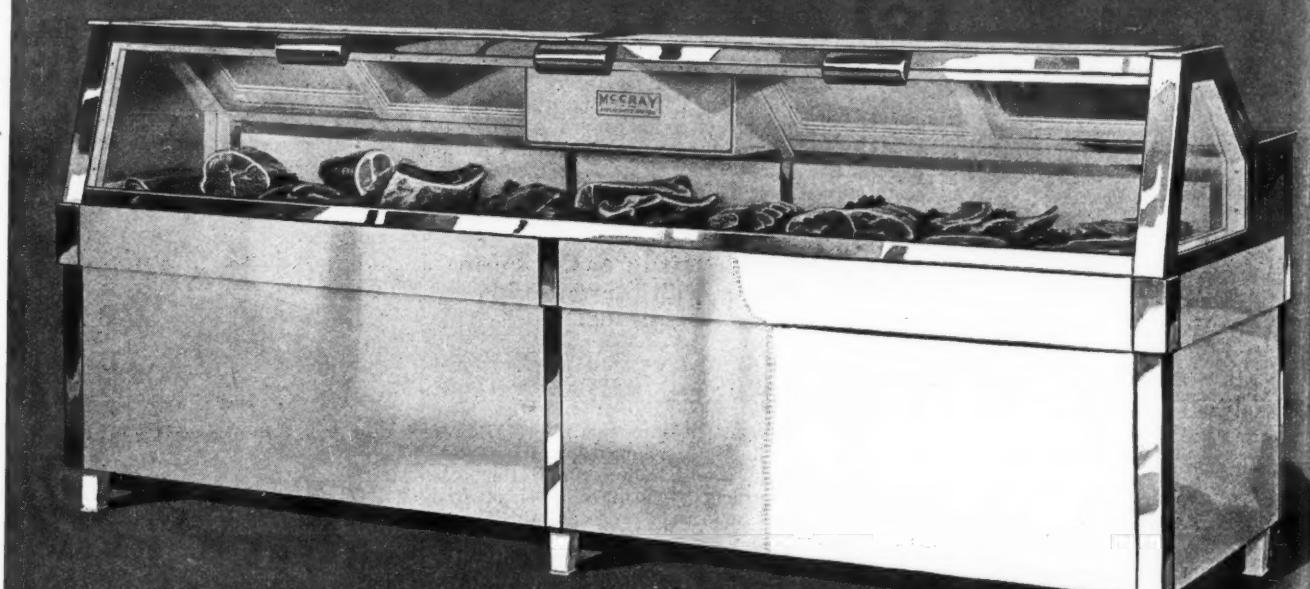
We are now in production and can supply your immediate requirements. Write or wire for quick delivery.

F. J. HEIDEMAN

6331 E. JEFFERSON AVE.

DETROIT, MICH.

WORLD'S LARGEST MANUFACTURER OF REFRIGERATORS FOR ALL PURPOSES



MCCRAY

REFRIGERATORS

FOR ALL PURPOSES

For

Grocery Stores.

Meat Markets.

Hotels • Restaurants.

Hospitals.

Institutions..

Florist Shops.

Homes . . .

A New MCCRAY
Built Especially for Use with
Electric Refrigeration

NOW WE PRESENT McCray's newest achievement, the finest refrigerator unit for stores and markets in all McCray history! And it is especially built for electric refrigeration of any type.

Notice first of all its striking appearance . . . gleaming white porcelain, clear plate glass, mirror-like Monel metal trim! Then consider the unequalled display—electrically lighted—which it affords. Not a single obstruction across the entire front! And the absolute cleanliness, perfect sanitation which it assures. Surely, here is a case which will bring you more business.

Remember, too, with all these striking new features there is the old reliable McCray system of refrigeration, the staunch construction in every hidden

detail, the pure corkboard insulation sealed with hydrolene cement, which keeps foods perfectly at exceedingly low operating cost.

Here is time-tested McCray refrigerator service, proved in actual use for over a third-of-a-century . . . offered to you in a refrigerator case which strikingly marks your store as the store ahead.

Built for ELECTRIC REFRIGERATION of any type. May be used with ice, if preferred. SEND COUPON Now for further details of the new McCray Display-All Refrigerator Case No. 104, and how it will make more money for you. Get the facts about other styles to meet your particular needs. Remember, McCray builds refrigerators for every purpose.

SALESROOMS IN ALL PRINCIPAL CITIES
(See Telephone Directory)

We invite correspondence from dealers in electric refrigeration about the profit-making possibilities in McCray cooperation.

How Good and How Much Per Square Foot?

In the manufacturing of competitive apartment house boxes you are by necessity interested in durable finishing materials which produce beauty at low cost.

We have produced just that!

A beautiful, durable finish with which you can obtain a square foot cost that is in line with production cost necessary in competitive box manufacturing.

Wouldn't it pay you now to have one of our technical men talk to you on this important phase of your business? Ask him about our engineering, field service, etc. There is no obligation.

You will be surprised at cost figures we can present to you

BRADLEY-HURTZ COMPANY

Successors Industrial Division Bradley & Vrooman Co.

2626 S. DEARBORN ST.



CHICAGO, ILLINOIS

MCCRAY REFRIGERATORS

McCray Refrigerator Sales Corporation, Dept. 66, Kendallville, Ind.
 Gentlemen: Please send free book ["How to Make More Money in Food Retailing"] Also, without obligation, send information about refrigerators [] the New 104 Display Case and counter, [] other refrigerators for grocery, [] for meat markets, [] for restaurants and hotels, [] hospitals, institutions, [] florist shops, [] homes.

Name _____
 City _____
 State _____

Unqualified Endorsement Given Electric Refrigeration by N. Y. Section of N. E. L. A.

**Review Shows Great Progress During Past Year—
35,000 Units in Use in Metropolitan Area—
Market Spreading to All Classes of Homes**

TO CARRY out the requirements of its particular assignment this Committee met in seven business sessions and two special meetings. Its component members, each actively identified in the domestic electric refrigeration division of their respective companies contributed information of exceptional value, in the interest of the Committee's endeavors.

At the very start, this Committee sought to make contact with the several domestic electric refrigerator manufacturers and sales organizations doing business in the metropolitan area of New York and its environs. A very friendly relationship was established between this Committee and the refrigerator sales organizations as evidenced by their co-operative attitude.

Public Acceptance

The domestic electric refrigerator has found its way into all classes of homes and into the homes of people of all nationalities, which, of course, would be a condition typical of New York. The Committee is satisfied that the machine itself as an advertising medium has done more to promote its use in the short time that it has been with us than has any other household device, in the same period of time. Even the storekeeper is asked by his customers as to the type of refrigerator he uses and naturally he becomes vitally interested in the modern application of preserving food stuffs.

Year Round Market

In the past the industry suffered because refrigeration was thought to be a seasonal enterprise. Trained sales forces, unwilling to ride with the business depression during the winter months, fled to other fields of endeavor. This condition was an indication of weakness within the sales organization for either the individual salesman had not been sufficiently impressed with the importance of talking refrigeration as a year-round benefit, or the company behind him relaxed in their advertising background as the winter months approached. This condition has changed as the result of the combined effective advertising of all the agencies in this industry together with the educational propaganda of the vast army of sales people bringing to the homes their message of health through the proper preservation of foodstuffs as a year-round need. The utility companies likewise have done much in promoting the use of electric refrigeration as a year-round benefit through their attractive showroom and window displays during the winter as well as the summer months.

Advertising Plan Endorsed

This Committee endorses for local consideration, as an effective means of developing sales, the direct mail year-round advertising campaign as sponsored by the Electric Refrigeration Committee, Commercial National Section, National Electric Light Association. This very attractive and effective set-up consists of a series of letters and printed mailing pieces for the twelve months of the year together with a workable plan for a personal contact follow-up. The campaign has already been used by several utility companies, refrigeration interests and dealers throughout the country with a measurable degree of success.

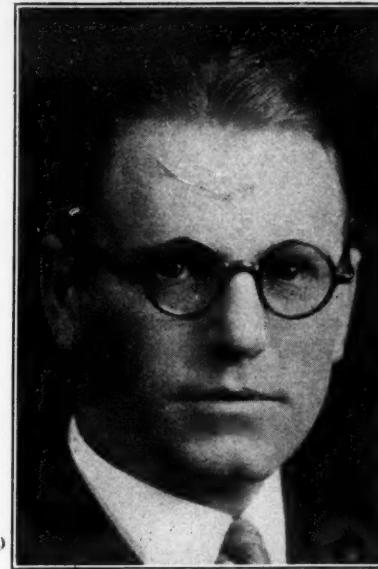
In the matter of education the Committee is pleased to report that through its efforts, a university in this city will soon begin a course in domestic refrigeration, which will extend over a period of two years and lead to a certificate of fitness. With its aim to develop domestic electric refrigeration technicians, this course should appeal to those in the service end of the industry as well as any others who are desirous of a thorough technical training in the science of refrigeration.

Personnel Training

There is no doubt that the industry needs a better trained service personnel. The "hit and miss" method of repairing inoperative machines is largely responsible for the service managers' worries and also is generally detrimental to the entire domestic refrigeration industry. An investigation revealed that fact that most service troubles were not as is generally believed, the fault of the machine, but largely due to careless handling, faulty installation, and "slip shod" servicing. The Committee contended that if it were possible to overcome the abuse incident to shipping and transportation, and a more scientific application be made to the methods of assembling, installing and servicing of these sensitive machines, all manufacturers would benefit by better performance, fewer complaints and satisfied users.

Legislative Action

A legislative matter which had the attention of the Committee was the adoption of amendments to the Safety Code of the City of New York, affecting re-



Paul Lorch
Chairman, New York Metropolitan Section, National Electric Light Association

eral construction facilitates servicing on the premises.

35,000 Users in New York City

Approximately eighteen well known electric refrigerator manufacturers are marketing their products in this area. A conservative estimate places the number of domestic electric refrigerators in use in the metropolitan area of New York City at 35,000. Taking 50 Kilowatts as an average monthly consumption and \$.07 per kilowatt as the average rate, the annual revenue for this class of business amounts to \$1,506,000.00. This very desirable load, incidently, compensates for the decrease in current consumption in the small suite apartments which are becoming so numerous.

In the New York area there are approximately 240 apartment houses equipped

throughout with domestic electric refrigerators. It is interesting to note that in one section of the city there was not a single apartment house equipped throughout with refrigerators previous to the year 1926. Since that year, however, 35 apartment houses have refrigeration throughout. Builders at that time were skeptical of the life, performance and value of the electric refrigerator as a sound investment. Today the domestic refrigerator plays an important part in the financing of an apartment building project and frequently its purchase is incorporated under the terms of the mortgage. Here the builder is able to finance his refrigeration investment at rates and terms more attractive than those of the manufacturer.

The Outstanding Home Appliance

We who are engaged in this fascinating industry and who are privileged to sit as a Committee in the interest of its advancement, join in expressing our opinion that the domestic electric refrigerator is the outstanding mechanical benefit in the home.

The vacuum cleaner, electric iron and washing machine are labor saving and make it possible for us to have more time to enjoy the radio which provides our entertainment. The electric fan makes the home more comfortable in hot

weather, or possibly dispels the odors of cooking in the busy kitchen. Subdued colored light from attractive fixtures has its esthetic value and is restful.

All these applications of electricity, while they are external benefits, make for happiness in the home. Always active on its mission of destruction we find bacteria breaking down food and making it unsafe for human consumption. The electric refrigerator stands as the ever vigilant guardian of health as it arrests the progress of decomposition.

Happiness would not exist without good health and that is why we give the electric refrigerator the first place in the home.

In concluding its report, the Committee is not un-mindful of the need of a closer relationship between it and those engaged in the various branches of the domestic electric refrigeration industry. Such contact, with a sincere purpose behind those so engaged is the only way that a Committee can properly function and carry out its aims. While this report stands completed, our work is only actually begun.

Respectfully submitted,
Paul Lorch, Chairman.

Committee:
J. A. Welsh, Secretary, T. J. Daly, P. Beach, S. Dennis, M. Schwartz, G. Ostlund, U. Kuneman.

REFRIGERATION STAMPINGS
We Specialize in the Design and Manufacture of
ICE CREAM CABINETS
We make them complete or furnish parts separately
Brine Tanks Cooling Units
Unit Supporting Bases and Perforated Metal Covers
METAL HOUSEHOLD REFRIGERATORS (Complete) OR CAN FURNISH OUTSIDE STEEL PANELS, INSIDE LININGS, LOUVERED PANELS, LEGS, ETC., SEPARATELY
We Have a Competent Engineering Staff to Help You
DETROIT METAL MFG. CO. - MICHIGAN



Jelling the Millions about Monel Metal's properties

THE success of nationally advertised products is traceable to the wide-spread consciousness of those products. When millions of buyers—in all parts of the country—KNOW, through advertising, the name and advantages of a particular product, that knowledge results in larger sales.

In the case of Monel Metal, larger sales can only come through increased sales of products employing Monel Metal. Therefore, all Monel Metal advertising is planned to increase the sales of manufac-

ters whose products embody Monel Metal. The natural outcome is easier selling for everyone connected with such products. Salesmen, dealers and refrigerator manufacturers, themselves, all feel the influence of Monel Metal national advertising—advertising that is constantly telling millions of people that a Monel Metal trimmed product is a quality product.

Are you cashing in on Monel Metal advertising by talking and emphasizing Monel Metal trim?

SEND FOR DETAILS OF MONEL METAL ADVERTISING PLANS

Monel Metal is a technically controlled Nickel-Copper alloy of high Nickel content. It is mined, smelted, refined, rolled and marketed solely by The International Nickel Company. The name "Monel Metal" is a registered trade mark.



THE INTERNATIONAL NICKEL COMPANY (INC.) 67 WALL STREET, NEW YORK, N. Y.

Iowa-Nebraska Lt. & Pr. Co. Aims at Full Cooperation With Local Appliance Dealers

Local Merchants Are Advised in Advance of All Campaigns
N. E. L. A. Advertising Program Used

By Charles P. Rodman

SPEAKING before the district convention of the General Electric refrigeration sales force held in Omaha recently, Stanley Taber, general sales manager of the Iowa-Nebraska Light & Power Co., Lincoln, Nebr., brought out the necessity of a complete understanding between utility companies and the local merchants handling electric appliances.

"The Iowa-Nebraska Light & Power Co. operates in about 175 towns," said Mr. Taber, "and the maintenance of a friendly relationship between our local offices and the stores of local merchants is of vital importance to both ourselves and the merchants and of even greater importance to the manufacturers of the appliances concerned."

"It is the acknowledged duty of the utility company to create a greater demand for such appliances as it desires to aid in increasing the distribution of electric current—the principal and by far the most important item which the utility company has for sale. The only reason for our entering the merchandising field is for the purpose of increasing the sale of 'juice.'

With the policy of full co-operation with local merchants before it, the Iowa-Nebraska Light & Power Co. before putting on a special drive for any of the merchandise in its stores advises all local dealers as to the time and the nature of the campaign. It also recommends to these dealers that they push the same appliances so that they may benefit from the interest which is aroused through the advertising of the power company. While the campaign of the dealers will not be identical with that put on by the utility companies, inducements are offered that enable the local dealer to reap an increased part of the reward of the campaign.

12 Campaigns a Year

"Our merchandising plans are based on a series of 12 campaigns for each year, one each month, on some major appliance featured with small appliances. This is done through window displays and a tie-up with the National Electric Light Association program of advertising. This campaigning on the part of the power companies has in many cases forced the local merchants to light and dress up their window displays and to make their stores more attractive generally. Window displays are one of the best advertising media at hand and the windows of a ground floor location should be made to pay 40 per cent of the rent. Simplicity is one of the most important points in the art of window display advertising."

Mr. Taber touched on the saturation selling point and indicated that he considered it a myth. He cited the example of the electric washer when it had reached the sale of 1,172,000 units. At this point in the sales of this machine a campaign for selling electricity was staged by utility companies and resulted in the wiring of 2,000,000 homes. That immediately opened up untouched territory for the sale of electric washers. At this time there are approximately 25,000,000 homes and somewhat over half of these are wired for electricity. Another big drive has been staged by the washer people and today there are an estimated 4,000,000 machines in use.

The Local Merchant Must Help

"Now coming to the question of the possibilities in electric refrigeration," said Mr. Taber, "is there a better merchandising field in the world today than the American homes that need electric refrigeration? Shall the marketing of this

healthful and economic piece of electric equipment rest solely with the utility company? It is the duty and the right of the local merchants to tie in with the utility company and share in the sales and profits resulting from such co-operation. No one organization can sell all of the appliances now available for use with electricity. The local merchant must help.

"Within reasonable limits the more agents there are selling a particular product the greater will be the harvest for all. The advertising used by each makes itself felt in a cumulative way. Concentrated effort on individual items is the successful solution to the electric appliance selling problem. This is more true of electric refrigeration than in many other lines. This is a high priced appliance and requires more than passing effort to sell. Therefore, get the local merchant on the job.

Never Knock a Competitor

"Never knock a competitor," was one thought stressed by Mr. Taber. "Electric refrigeration is still in the process of making a name for itself and to knock any one of the machines now on the market is to weaken the position of all. Show the good points of your own product and permit others to do the same."

"The proper relationship of utility companies and retail dealers is one of helpfulness on the part of both. Above all think of the utility company as desirous of selling electric current only, and you get the proper view," he concluded.

ABINGTON AND ROCKLAND LT. & PR. CO. INCREASES APPLIANCE ADVERTISING

A. J. Williams, sales manager of the Electric Light and Power Company of Abington and Rockland, Mass., reports sales by his company of 158 Kelvinators last year and expectations of an equal quantity this year. The advertising appropriation for home utilities has been increased from \$5,234 spent in 1927, to a \$7,100 appropriation for 1928. Intensive work is being carried on to place an electric refrigerator in every possible home in the territory which includes North Abington, Rockland, Hanover, Norwell, Pembroke, Cohasset and Scituate. This district has a total population of 23,717 with 6,912 residential customers.

Appointed Iroquois Distributor In Wilmington

C. L. Pierce & Co., plumbing and heating contractors, Wilmington, Del., have been appointed dealers for Iroquois electric refrigerators.

Pacific Gas & Electric Displays Copeland



"Complete display just across the street," says one of the eye-catching signs in this auxiliary display of Copeland units and cabinet by the Pacific Gas & Electric Co., San Francisco, Calif.



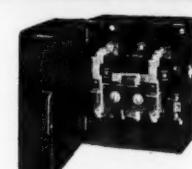
Stanley Taber
General Sales Manager, Iowa-Nebraska
Light & Power Co., Lincoln, Neb.

G. E. Distributor in Albany, N. Y., Opens Retail Store In Utica

The Electric Supply & Equipment Co., of Albany, N. Y., has opened a retail store in Utica, N. Y. This company is wholesale and retail distributor for General Electric refrigerators for part of New York state and Pennsylvania. The Utica store is in charge of Charles G. Berg.

I-C automatic motor control for REFRIGERATORS

THERE'S A CORRECT TYPE FOR EVERY INSTALLATION



Class 8512
A. C. Contactor



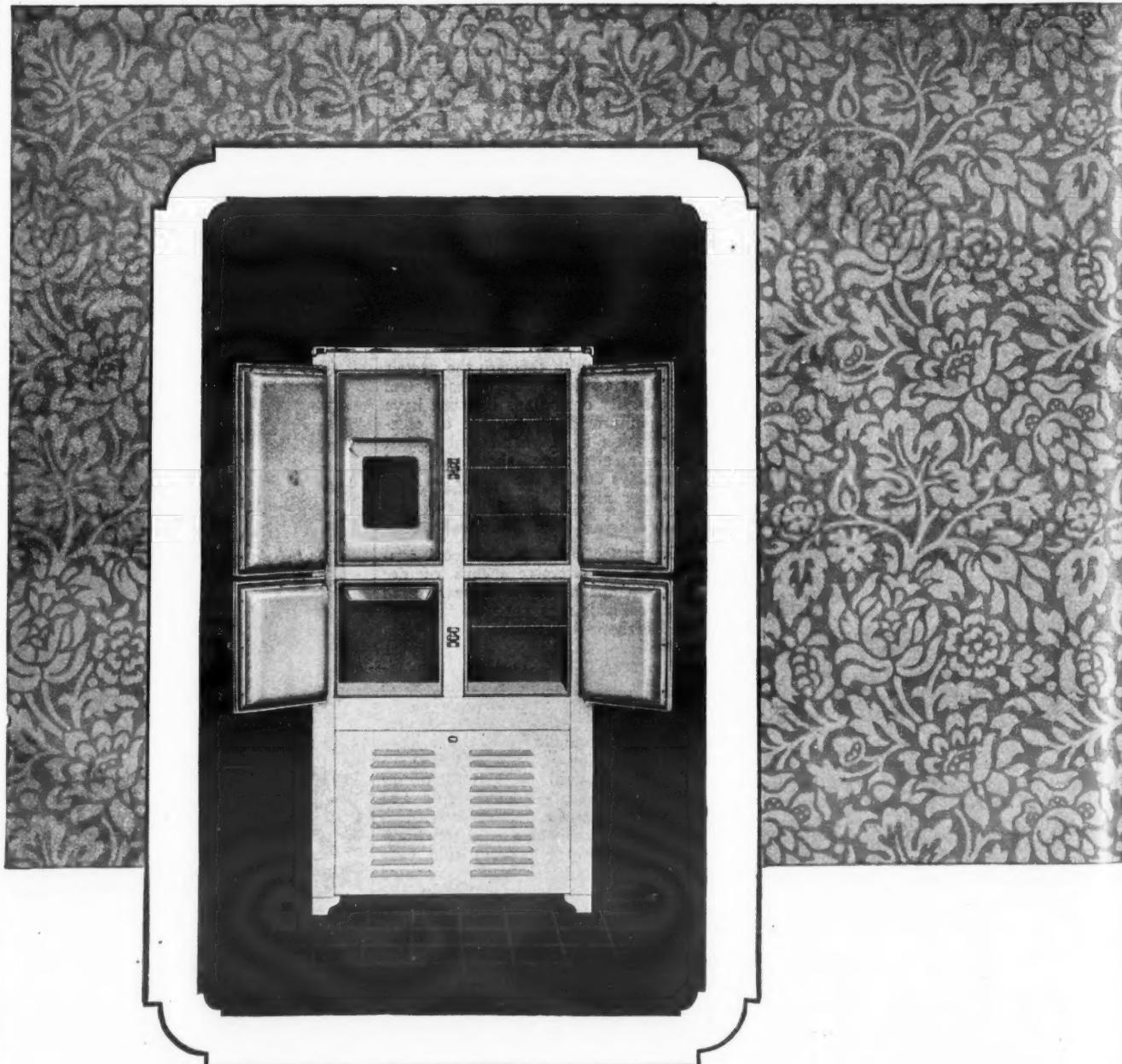
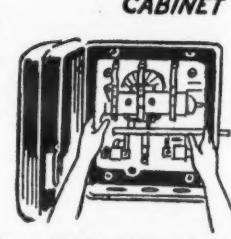
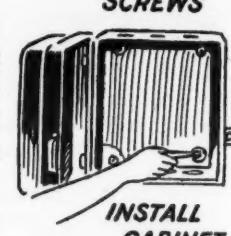
Class 8532
A. C. Starter



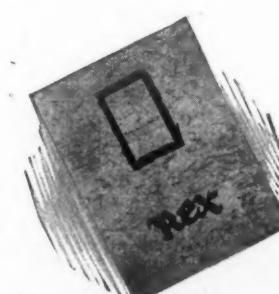
Class 7107
D. C. Starter

Industrial Controller Co.
MILWAUKEE, WIS. U.S.A.

EASILY INSTALLED



The name REX—is everywhere acclaimed as conclusive evidence of the fine craftsmanship, notable beauty and valuable improvements which are exclusive to REX-built Cabinets. It is only the immense facilities of REX that make possible these high cabinet values.



Your copy of a beautiful new REX Portfolio is ready for mailing. It illustrates the complete line of REX Cabinets and contains specifications. May we send it?

Rex

REX MANUFACTURING CO. CONNERSVILLE, IND., U.S.A.

Georgia Power Again Strikes for \$500,000 In Refrigerator Sales

Airplane Race Gets All System on Toes—Methods That Win Astonishing Sales Again Succeeding

IN two 1927 campaigns, the Georgia Power Co. sold from May 4 to July 12, a total of 1257 electric refrigeration units of the value \$504,687.37, and from Sept. 7 to 24 an additional 318 units of the value \$127,115.00, with estimated current consumption revenue created to the amount of \$56,700.00 annually. A 1928 campaign is under way, as mentioned in the May 9 issue of ELECTRIC REFRIGERATION NEWS, running from May 1 to June 30, 1928. This campaign sets a quota of \$500,000 in electric refrigeration unit sales.

The territory of Georgia Power Co. comprises five main divisions, among which this quota is subdivided as follows:

| | |
|---------|-----------|
| Atlanta | \$250,000 |
| Athens | 58,944 |
| Dublin | 64,177 |
| Macon | 72,533 |
| Rome | 54,420 |

with each divisional quota apportioned among the subordinate branches belonging to the division concerned, and these subordinate branches further separated into quotas which represent rural communities or other fractions of the territory in charge of the subordinate branch. This furnishes an exact control and guide for the proportionate sales which are expected from any component of the entire system, if the grand quota is to be attained for all.

The General Electric domestic refrigerator units and the Kelvinator commercial units to be featured in the sale are priced by models on two scales, a special cash price, and a 30-month installment price with carrying charge, down payment and monthly payment on the domestic units, with a 24-month installment payment plan for the commercial units. These special prices apply solely to the period from May 1 to June 30, which covers the campaign.

This period of 61 days, omitting Sundays, gives 53 selling days, on each of which 2% of quota is allowed as a guide to progressive advance of sales turnover, and against this tabulation is a blank column in which the salesman may place at any designated day the actual percentage of his local quota made up to that time, to learn if he is beyond or behind quota at that date.

In the campaign both the General Electric and Kelvinator equipment is sold on time payment on a basis of a \$10 down payment for all units, with the price including installation, but no allowances permitted on old boxes. The regular salesman's commission is paid on each unit sold.

"Plane-Fax" Issued Daily

The facts in the foregoing paragraphs are placed in the hands of each salesman in a mimeographed and bound reference book of letter size. For the campaign itself, however, a daily "newspaper," called Plane-Fax, and in legal cap size, is mimeographed and distributed, the material being a combination of typewritten copy and hand-drawn display lettering and cartoons. In each branch office, also, there is a circum-polar map of large size, in blueprint form, showing the entire northern hemisphere, the use of which will be explained. By this means, all active participants in any part of the field are kept in touch with daily progress in every part.

But the public also are kept apprised of the campaign through the use of 20,992 column-inches of newspaper advertising, four direct-mail pieces advertising General-Electric refrigerators in folder form and many thousand airplane-distributed cutouts with perforated tabs bearing serial numbers that duplicate serial numbers on the body of each piece. These advertising pieces carry a digest of the terms and prices of the domestic units, inform the finder of the campaign, describe the advantages of home electric refrigeration, and instruct the finder to deposit the numbered tab (carrying a picture of the G.-E. compressor unit) in a box at the local office of the Georgia Power Co., where a drawing for prizes will be made on May 4, at 8:00 p. m. A window in the Branch Office in each part of the system where these drawings are held is to carry a display of the prizes, with explanatory cards, during the entire opening week, with the airplane-distribution itself taking place on the opening or following day.

Branch-Office managers are instructed to make the drawing a "big affair," conducted by the Mayor of the community, and otherwise elaborate it, and to choose prizes. Suggested prizes are: waffle iron, percolator, toaster or iron, and a carton of 60-watt lamps. Also, in preparation for the campaign, the store for each branch is to be given a "complete new atmosphere" by rearrangement, with all boxes in the display room plugged in and in operation, and an impression made on all employees of the importance of the event by the overturning of normal store routine through the shifting of store arrangements, to put the employees on their toes.

Refrigerators bought by customers are to be operated until cooling coils become

frosted, and so delivered, for the sake of the mental effect on the buyers. Branch store window displays are to be made to hook up with public interest. All employees are to have complete selling data, manuals, price lists, information, etc., from the commencement of operations. Prospect lists of each Branch are to be checked up, and arrangements made to call on all such names. Employees are to be drilled in current-consumption costs, methods of refrigerator operation, and answers to all questions prospects are likely to ask. The sub-district quota of each Branch quota is to be subdivided among the employees concerned, so each individual employee will have a definite quota of the grand total of \$500,000, which it will be his responsibility to sell or exceed, thus directing all the sales resources of the great organization towards a known, individual goal for every selling member of the drive.

Branch Managers Cautioned

While employees are stimulated in each Branch by these special preparations, stimulation is invoked also for the branch managers, by recalling to them that this same quota was attained in 1927, that the campaign constituted a national record, that the power companies nationally are following this year's drive with great attention, that 1928 is to establish another national record, etc. Managers are to take "every precaution" to see that their selling machinery is in perfect condition, and kept in high-pressure action for the two months of selling.

A part of the responsibility of the branch managers is to gather, compile and turn in to the head office daily the campaign reports, for which forms are furnished, that a consolidated report for all parts of the field might be given out at once, to indicate the progress of the campaign. This daily consolidated report is made a part of Plane-Fax, and a casual examination of Plane-Fax as early as the 11th day shows many of the smaller districts far beyond their entire campaign quota, "Woodbury," for instance, standing at 145% of the 53-day total, or "Milledgeville," a much larger place, standing at 90%. It is only fair to say, however, that the large divisional quotas at this time all stand at about 40% of the entire sales totals for which each is responsible.

Powerful Starting Pressure Used

It should be remarked, just here, that this 40% of quota attained in 20% of the selling days, is the result of carefully prepared arrangements to commence the drive with the greatest publicity and spectacularity. The four direct-mail advertising pieces were mailed April 25, May 1, May 8 and May 15, using prospect lists compiled carefully by each branch. The airplane displays of May 1 and 2, where the public received prize-drawing cut-out advertising material, contributed immensely to the flood of newspaper advertising effect, to say nothing of the window displays and complete rearrangement of Power Co. stores with their exhibits of units in operation. There was, consequently, a regiment of fresh and enthusiastic salesmen working hard on a prepared public, in the midst of an impressive and forceful broadside of direct and indirect sales publicity, and able to attain almost at once the orders of the influenced section of the people, who had decided to install electric refrigeration. Under such conditions a clean-up of a great mass of easier business, at once, left the way clear for 80% of the selling days to be devoted to 60% of the quota of sales.

The store-sales program carries some features of novelty. For instance, each store is furnished with a quantity of General-Electric match books, and bridge-score pads, and window display trimmings include copies of the silk-screen street-car cards and dash signs on the campaign used in the trolley system to tie up to this form of publicity. Quantities of catalogues, folders, leaflets and booklets on electric refrigeration are available in each store and personally distributed by salesmen, as may seem advisable.

The commercial-installation opportunities of the campaign are played up in a special manner. By co-operation with Kelvinator Corp., compiled prospect lists in each part of the Georgia Power territory receive, direct from Kelvinator, pamphlets, booklets and other material on commercial refrigeration, some of it prepared espe-

The Airplane Flights

An extremely important phase of the campaign is its staging in visualized form, its transformation into a "contest," its tie-up to present-day interest, and its handling on a basis of sustained effort by salesmen over 53 selling days. While the details heretofore given are commercial, the necessity for sustained effort demands an acceptable setting that will keep internal effort at fever heat until the conclusion of the drive. This follows in detail.

Airplane Cruise Map Plots 1928 Effort



These Maps in Each Headquarters Bore Advancing Airplanes According to Sales of Divisions. Dates Show Planned Quota Positions, Exceeded Actually by Competing Planes in Last Data Received 12 Days Earlier

The large circum-polar map mentioned as being sent to each district office was also reproduced in miniature form. This map carried around its circular design, commencing at Atlanta, a series of longitudes marked 2%, 4%, etc., to 106% of quota. On the map was shown an airplane trip "round the world," and back to Atlanta, which would be "flown" by the united efforts of the salesmen of the six districts of the Power Co., each group in competition with all other districts. These districts would each fly their own plane, "Spirit of Gainesville," "Spirit of Rome," etc., along the route; Atlanta, Schenectady, Halifax, Madrid, London, Paris, Berlin, Rome, Constantinople, Alexandria, Bagdad, Delhi, Calcutta, Mandalay, Hong Kong, Yokohama, Sydney, Wellington, Honolulu, San Francisco, back to Atlanta.

To effect a map showing Sydney and Wellington, these portions of the southern hemisphere appeared on a sector, added to the main map. The "flights" were alternately "easy" and "hard," only 3% of quota attaining Schenectady, but taking the arc 6% to 22% to "cross the Atlantic" from Halifax to Madrid, with 74% to 94.5% for the "perilous" flight from Wellington to San Francisco, when any ambitious district could steal a march on the rival planes, and land ahead of them, if the other districts did not use utmost sales energy. The "home stretch" ran from 94.5% of quota to "106%" at Atlanta, again an invitation to "exceed quota" besides a last opportunity to pass the unwary rival. It will be noted that these critical "flights" are at the end of the campaign, when normal effort is apt to lag, and are a clever means to rekindle enthusiasm to place three or four commercial installations or locate a score of home units by a redoubled effort, and drive the district's plane ahead.

The means for locating these campaign results from day to day are the reports and percentages tabulated in Plane-Fax daily, which name is now clearly explained. The district percentage on a given

(Concluded on next page)



A Better Farm Milk Cooling System

HERE is an electric refrigeration system for farm milk cooling that is so fundamentally simple in design, operation, installation and servicing, that it fits in with the general farm equipment just as naturally as a cream separator or mower.

The Haven Unit is mounted on a board that rests across the middle of the cooling tank — any suitable tank. The cooling unit extends down into the water and produces ice. The ice-cooled water provides ample cooling for eight ten gallon cans of milk per day, maintaining a constant COLD temperature.

If the need for servicing should ever arise, the complete unit can be lifted out of the tank and shipped to the dealer's headquarters for servicing. The transportation of the unit may often be arranged through cooperation with the local milk dealer or other means of regular transit. This does away with the necessity for expert servicing for out in the country.

If this interests you, write for copy of "Bulletin B" which describes and illustrates the Haven Electric Refrigeration System for Farm Milk Cooling in detail. It's really revolutionary.

HAVEN MANUFACTURING COMPANY, Milwaukee, Wis.

| Exclusive Haven Features | |
|--------------------------|--|
| No Needle Valves | No Compression Loss even after years of steady service |
| No Compressor Valves | No Delicate Mechanisms |
| No Belts | No Corrosion |
| No Connecting Rods | Utmost-Simplicity—Only Seven Moving Parts |
| No Crankshaft | Positive, Permanent Lubrication. |
| No Piston Rings | |
| No Cylinder Side Thrust | |



HAVEN ELECTRIC REFRIGERATION UNITS
for Domestic and Commercial Service
BACKED BY A QUARTER CENTURY OF SUCCESSFUL REFRIGERATION EXPERIENCE

CENTRAL HUDSON GAS & ELECTRIC LIFTS 1928 QUOTA TO 1600 UNITS

By E. R. Mason,
Director of Refrigeration Sales, Central
Hudson Gas & Electric Corp.,
Poughkeepsie, N. Y.

The electric refrigeration outlook for 1928 installations in the Central Hudson Valley section, where this company operates, is exceedingly bright. Plans are under way for an energetic campaign to place company installations to the number of at least 1600 during 1928, as against 1100 made in 1927, in the 36,000 wired residences. The 1927 installations and 1928 estimates are as follows:

| | 1927 | 1928 |
|---|------|------|
| Company sales, domestic Frigidaires | 879 | 1280 |
| Company sales, commercial Frigidaires | 206 | 320 |
| Total independent dealers (all makes, est.) | 300 | 500 |

The sales force comprises approximately 55 to 60 people, including home demonstrators, home service directors and salesmen, who sell both gas and electric equipment of all types under the general direction of H. E. Dexter, assistant general commercial manager. The activities cover Dutchess, Orange, Greene, Ulster and Putnam counties, adjacent to Poughkeepsie, a total population of about 275,000.

The Company unit is Frigidaire, in both commercial and home installations. Independent dealers also sell in the same territory the other well-known makes of electric refrigerators and have been installing from one-fourth to one-third of the installations not made by the company force. Approximately 200 commercial installations placed in 1927 will be followed in 1928 by a considerable estimated increase in sight at time of writing. The total estimated advertising expenditure in the territory from all sources will run to approximately \$8,000 during 1928. The N. E. L. A. Plan, admirable as it is, cannot be used by the company this year, owing to the extremely comprehensive plans that have been developed during previous years under the company's own methods.

GEORGIA POWER CO. AGAIN STRIKES FOR \$500,000 SALES

(Concluded from Page 7)

day locates the ship for that district at the point where a ruler from the north pole to the percentage mark cuts the line of flight, the ships being moved forward and attached by thumbtacks in the new positions.

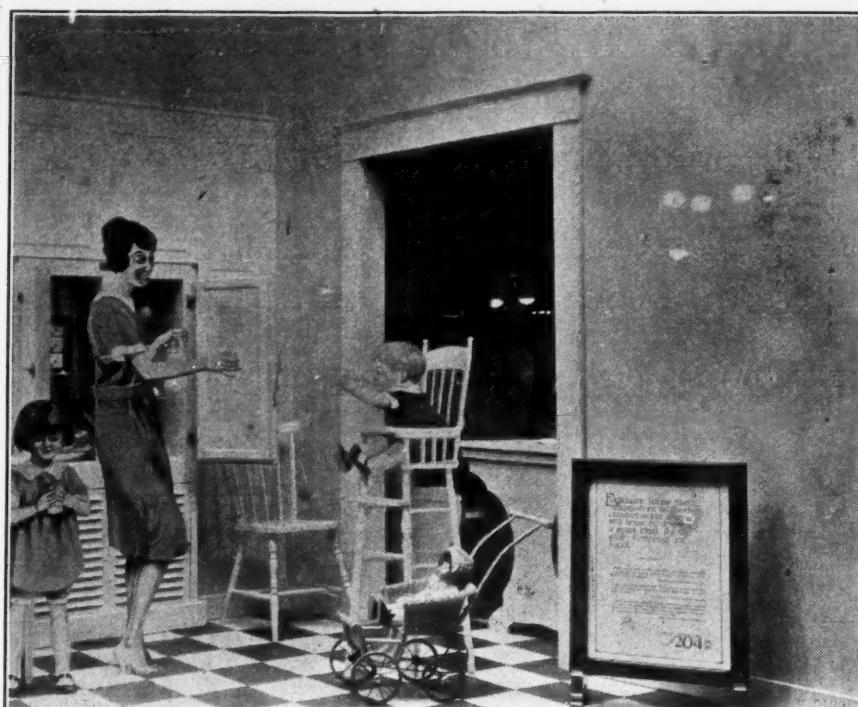
Special Prizes

Inasmuch as districts vary in size, and subdivisions are of different sizes, all campaign areas of any nature in the electrical territory are classified under A, B or C, being "above 10,000 meters, above 1000 meters, under 1000 meters" respectively. "Flight prizes" are conferred on the "first plane in each class arriving in Berlin" of \$90.00, \$60.00, and \$45.00 respectively for A, B, and C classes; on "the leading plane in each group on May 31," of \$100.00, \$75.00 and \$60.00; on the "District selling the greatest percentage of their quota," of \$125.00, \$100.00 and \$75.00; and on the "District standing second in percentage of quota sold," \$100.00, \$75.00 and \$50.00, these last two being post-campaign prizes. Local offices come under special prizes; "the greatest percentage of quota by May 7," "by May 31," and "during campaign," respectively winning \$15.00, \$20.00 and \$25.00. In addition, the "first plane to enter a foreign country on the route" is to receive a souvenir of that country.

This variety of prizes creates some feature of interest or amusement to every portion of the selling areas and their salesmen as a sporting event. Plane-Fax, from one day to another comments on standings in a breezy manner, with headlines. For example, May 16 issue has a headline, "Greenboro Passes Over Atlanta—Still Going Strong," and continues: "Early Tuesday morning, the Spirit of Greensboro sped across the city of Atlanta, and surprised everyone by not stopping. Headed by Pilot Lynch, this plane sped on to Halifax, and out to sea again . . . The Woodbury plane had a special listening device installed, and when the Swainsboro plane got within five per cent of them . . . Pilot Richey gave her the gun . . . Woodbury now 161% and Swainsboro 140%." Woodbury and Swainsboro are "Class C" territories of less than 1000 metered services, and their planes (unofficial) have both swept around the earth once along the route, the description of location and progress representing sales of \$3,461 and \$3,644 in hot competition against respective quotas of \$2,151 and \$2,577.

In the same number, Plane-Fax warns Inman Park, leading Atlanta sub-station with 87% of quota to look out for Decatur, second Atlanta sub-station with 53% of quota, and has a hare and tortoise cartoon, "Old Man Quota" is a character whose health and progress is noted from day to day.

An Appeal That Never Fails



Kitchen Corner Window Display of Central Hudson Gas & Electric Co., Poughkeepsie, N. Y., displaying Frigidaire, as arranged in the Company Electric Store. High Sales Quota Is Set for 1928.

The mean quota standing for the entire group of divisions at the close of sales on May 15 is 43.36%, being \$216,819 sales out of \$500,000, an advance from sales of \$201,688 at close of business May 12. A slogan "\$325,000 by June 1" is the "traveling order," being \$45,000 ahead of planned quota for this date. Interest is at intense heat and is being kept up by various such devices through the daily issues and reports of Plane-Fax.

A more formal treatment of the progress of the campaign is given in the printed "Sales Log," a regular sales-department bulletin issued periodically. No. 99, May 7 issue; of the "Sales Log" reports the following high-lights in the present campaign:

First day's Sales, \$83,307.00, 17% of quota.

Inman Park (Atlanta sub-station) won the \$90 Class A prize for reaching Berlin first.

Woodbury District made the first non-stop flight around the globe.

The division meetings at Rome, Macon, Dublin, Athens and Atlanta were great successes; many private and team side-bets were made between districts.

The standings at close of business on May 17 were that Inman Park Division of Atlanta had sold \$44,555, being 89% of quota, Milledgeville district in Class B had sold \$9,239 out of \$10,283 quota, being 90%, and Woodbury in Class C, had sold \$6,070 out of quota \$4,366, being 164%. Of the five great divisions, however, Macon lead on that date, having sold \$43,354 out of \$72,533 quota, being 59.7%, with the campaign as a whole having sold for all divisions \$241,580 out of the total \$500,000 quota, or 48.32%, this being expected sales only 12 days later, May 29. On May 18, the immediate slogan adopted was "50% by Monday," which would require immediate sales on Friday and Saturday of \$8,420 from all sources. The May 31 mark at the same time was set at 65%. Considerable persiflage in Plane-Fax at this time remarks on relative standings: Waynesboro in Class C having made only 18% as a district, and behind all other planes, is honored with a cartoon in which the plane is marooned in mid-Atlantic. Community sales over quota in the 15 selling days are Eatonton, 136%; Sparta, 110%; Jefferson, 177%; Ringgold, 172%; Swainsboro, 141%; Midville, 191%; Greensboro, 164%; Helena, 105%; McRae, 131%; Lithonia, 124%; and Dallas, 137%, being 11 communities over quota out of 45 subdivisions of Class B and C.

DAKOTA POWER CO. USING N. E. L. A. SELLING PLAN

The Dakota Power Company of Rapid City, So. Dak., is using the N. E. L. A. Plan in and around Rapid City, and co-operating with the three local electric contractors to place Kelvinators, General Electrics, Frigidaires and Servels, which are represented in the district, which has 1540 wired homes for a population of 8,000. The power company is reorganizing to go after electric refrigeration and other appliance business aggressively.

SOUTHERN DIVISION OF VIRGINIA PUBLIC SERVICE SHOOTING AT 150 MARK FOR 1928

The Southern Division of the Virginia Public Service Co., South Boston, Va., has set a quota of 150 electric refrigerators for 1928. Forty-one units were sold during the first four months of the year. S. C. Wilson sold 6 Kelvinators in the small village of Clover, Pa., during the first few days of May.



Protect your sale—assure clear, sparkling, PURE water

THE satisfaction which any electrically refrigerated water cooler gives, depends directly upon the quality of the water it delivers! Cold water is not enough. It must be both Clear and Pure!

FILTRINE Style 3 Filter is a high-quality, pressure filter for use with every direct-connected Cooler. Installed on any Cooler, it is a guarantee of clear, pure water . . . PERMANENTLY. A safeguard of your profits!

FAMED FOR HIGH EFFICIENCY
KNOWN FOR LOWEST PRICE

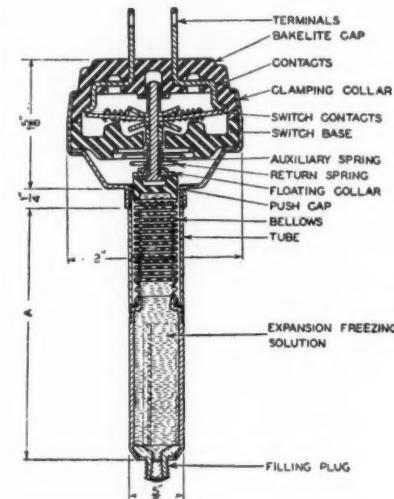
FILTRINE Filters—selected again and again as the most efficient, most dependable Water Filter—now chosen as standard equipment by the largest and best-known manufacturers of refrigerator-coolers. Guaranteed against imperfection in material or workmanship. And manufactured in such volume as to permit this amazingly low price—\$15, F. O. B., Brooklyn.

Installed on every unequipped Cooler, FILTRINE Style 3 represents an additional profit for you—and an assurance of a PERMANENT SALE! Capacity— $\frac{3}{4}$ gal. per minute—ample for 2 fountains.

The FILTRINE
MANUFACTURING CO.
49 Lexington Ave.
Brooklyn, N. Y.

"RANCO" THERMOSTAT CONTROLS

Have many points of superiority

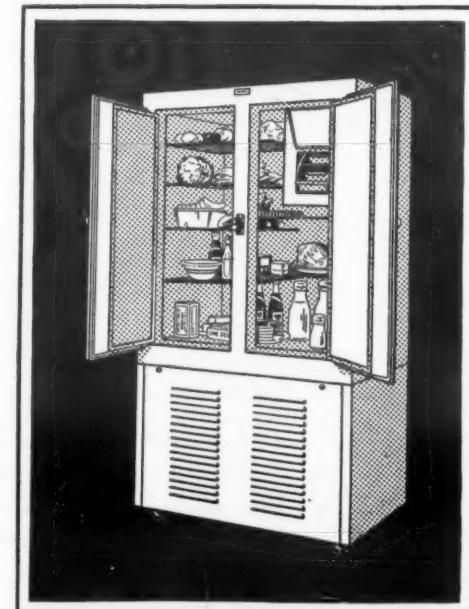


- (1) Permanently adjusted.
- (2) Can be mounted in small space.
- (3) Will operate in any position.
- (4) Unaffected by vibration.
- (5) Easy to install.
- (6) Never needs calibrating.
- (7) Fool-proof—can be installed or serviced by an inexperienced person.
- (8) Reduces service calls to practically nothing.

Write for Bulletin

THE AUTOMATIC RECLOSED CIRCUIT BREAKER CO.
1304 WESLEY AVE.
COLUMBUS, OHIO

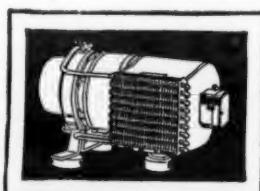
An Unusual Opportunity



DISTINGUISHED by its amazing simplicity and freedom from trouble,—backed by a strong, well-financed company, a sound, comprehensive marketing plan and the most striking, convincing national advertising yet presented for an electric refrigerator,—the remarkable new Allison offers a highly-unusual opportunity to progressive distributors and retailers.

Write or wire immediately
Domestic Electric Refrigerator Corp.
Two West 46th Street
New York City

Competent engineers have pronounced the rotary Allison operating unit as the simplest, most dependable and most efficient to be had. It can be quickly replaced by a new unit if repairs ever become necessary. Non-profit-killing servicing.



**THE REMARKABLE NEW
ALLISON**

A Wonderful Specialty for a manufacturer with surplus floor space A local assembly plant for PLYMETL Refrigerator Cabinets offers

1. Attractive profits to the operator

The PLYMETL cabinet is unique because it is the only one adapted to local assembly. The panels are cut to size, grooved, rabbited, and fitted with door frames at the factory. They are shipped flat to the local assembly plant, thereby saving from \$6 to \$26 on each refrigerator.

The cabinet can be used with any type of refrigerator unit. A local assembly plant can therefore market its entire output locally in co-operation with distributors of electric units.

The investment required in a PLYMETL assembly plant is small. The cost of equipment varies from \$5,000 to \$10,000, depending on the size of the proposed output. The total working capital, including this investment, would only be from \$15,000 to \$30,000. A small amount of floor space and a very small organization can handle the work.

It can very conveniently be arranged as a specialty line of an existing manufacturing plant which has more floor space than the business needs.

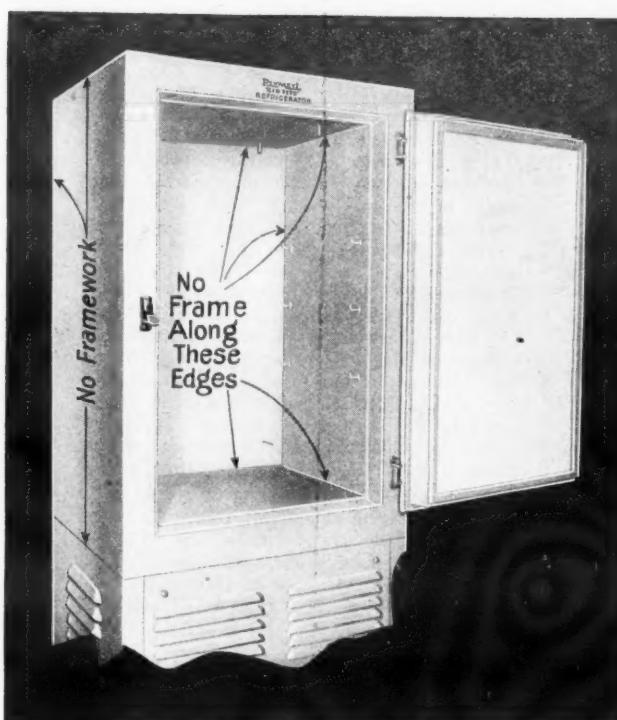
This opportunity is not limited to the big metropolitan centers. The additional unit cost of assembling PLYMETL refrigerators in a plant handling only three boxes a day over one handling 50 a day is so small that it can be disregarded.

We gladly furnish detailed data covering the layout of an assembly plant, the equipment needed, the organization for handling sales and assembly, etc. Companies are being formed to operate such plants in many cities. Many other territories are still open. Write now for full information.

2. An added sales help to the distributor

Distributors find several distinct advantages in dealing with local PLYMETL assembly plants.

First, the long life and high quality of this cabinet can be used to good advantage in closing sales.



Second, the distributor is saved the trouble and cost of maintaining a stock of cabinets, touching up boxes damaged in shipment, etc.

Third, the local plant can finish every box to order, in any desired color scheme at practically no additional cost. With the increasing demand for individual color treatment in the home, this gives the PLYMETL box a big sales advantage in addition to its superior construction features.

PLYWOOD
HASKELITE
PLYMETL

Geo. R. Meyercord, President

3. A superior construction to the user

The PLYMETL refrigerator cabinet represents a standard of insulating efficiency never before equalled in a box of its price.

The use of PLYMETL as a shell makes possible the elimination of corner posts and the complete sealing of the exterior of the box. No air can enter the insulating space and cause condensation. No metal trim is needed since there are no joints to hide. The insulating medium is monolithic cork with no joints or breaks to allow heat to penetrate.

The doors are covered with steel on both faces with the edges turned up, overlapped and soldered, making a hermetically tight seal. The strength and stiffness of the steel faced plywood in these doors eliminates warping, thereby insuring a tight fit not only when the door is new, but throughout the life of the cabinet.

A Vitrolite lining—better than marble—is used in the PLYMETL box—the highest grade of refrigerator lining known.

A box with the superior quality of the PLYMETL refrigerator could be sold at a great advance in price over ordinary refrigerator cabinet construction. But on account of the great savings effected by local assembly, it can compete in price with inferior boxes and still show the assembly plant an attractive profit.

Haskelite Manufacturing Corporation
120 S. LaSalle Street
Chicago, Illinois

Big Spring Drive Made by Ohio Public Service

Detailed Plans for 1500 Quota; Rules, Aims, Financing, Commissions, Prizes, Publicity

By C. L. Dunn, General New-Business Manager, Ohio Public Service Co., Hanna Building, Cleveland, O.

THE Spring electric refrigeration selling campaign of the Ohio Public Service Company, operated from March 15 to May 31, 1928, sold in the first month 1025 units to 1.6% of the domestic customers, primarily by personal solicitation. Normally, the company has one refrigeration representative in each division for about 6000 customers, and one appliance representative for each 1200 customers, but for this selling campaign all representatives sold refrigeration on split commission with the refrigeration specialists.

The purpose of the campaign was definitely set out in advance:

1. To continue to maintain the leadership now held by the Ohio Public Service Company on a sales per customer basis.
2. To beat any individual sales record established during 1928.
3. To endeavor to educate the housewife on the need of the proper preservation of foodstuffs through its proper storage in electric refrigeration.
4. To give the entire department an opportunity to participate in refrigeration sales and to learn more about the necessity of electric refrigeration for the proper maintenance of food.

The company divisions were quoted, based on the number of customers in each division, as follows:

| Division | Customers | Quota |
|--------------|-----------|-------|
| Warren | 12,085 | 251 |
| Mansfield | 10,495 | 218 |
| Lorain | 10,365 | 215 |
| Massillon | 9,605 | 198 |
| Alliance | 8,809 | 181 |
| Sandusky | 7,357 | 151 |
| Elyria | 7,328 | 150 |
| Ashland | 4,300 | 88 |
| Port Clinton | 2,360 | 48 |
| Totals | 72,704 | 1,500 |

Financing Plan

A financing scheme was organized for payments on the purchased refrigerators over a term, not to exceed 24 months. For this purpose a carrying charge was made on each model, and added to the price, but this carrying charge only came into effect if the payment period exceeded 30 days. On a payment within thirty days, the price was list, plus freight, plus drayage, plus installation. Also no carrying charge was made on the down payment by a buyer at time of order, for payments of \$10 or more. The payment term determined the carrying charge of 8% to cover 24 monthly payments, with a proportionate reduction on shorter periods.

Salesmen were instructed to obtain as large down payments as possible, and as large and as few monthly payments of equal amounts as possible, with an initial down payment with the order. Suspense of delayed installation orders were taken care of by an immediate down payment and prompt installation of the unit, with the first regular monthly payment billed and becoming due with the June electric service bill, and monthly thereafter. Free trial offers were avoided as far as possible, but if extended and allowed, the installation was for only an indefinite and short period, with special effort to actually close an order as soon as possible. Early purchases before the Spring rush were stressed, with a view to better and faster installation of the units.

Extra prize money was set in connection with quotas exceeded by salesmen. Personal solicitation was emphasized as needed for success. All new-business representatives were permitted to enter with liberal commission per sale and eligibility for prize money. Quotas were set for all salesmen, but salesmen regularly in charge of refrigeration also had the responsibility in addition to their own quota of having to help non-refrigeration salesmen in making refrigeration sales, if called on. In addition, distributor and trained factory salesmen were available at intervals to help Company salesmen close refrigeration prospects on request. The new-business representatives were instructed to contact with other company employees of all classes to have such employees help create or uncover prospects for home electric refrigeration, this contact being kept up constantly. Division managers were instructed to hold general meetings with company department heads and foremen along the same lines to create prospects for the new-business representatives. Comparative daily bulletins were prepared and posted on all bulletin boards in all departments. A prize was suggested for each department for the employee in that department turning in the most prospects for electric refrigeration, to be handled by the sales organization.

The selling campaign was backed up by a local advertising campaign in the newspapers of the territory. A folder was prepared for mailing with the monthly service bills.

SOUTHERN CITIES POWER COMPANY TO PUSH SERVEL AND GENERAL ELECTRIC

The Southern Cities Power Company of Chattanooga, distributing in 22 counties in middle Tennessee and one in northern Alabama, having 10,000 wired homes, have plans for great sales increases in their territory, where Servel, General Electric, Frigidaire and Kelvinator are already well established. Company 1928 sales, divided between Servel and General Electric, are expected to represent at least 100 installations, against only 13 last year, with dealers handling about 275 additional in Kelvinators and Frigidaires. At least \$2,000 will be spent for newspaper and other forms of local advertising in the territory, half of which amount will be paid by the home company, representing a much larger appropriation than last year.

MISSOURI GENERAL UTILITIES TO SELL G. E.

The Missouri General Utilities Co., Ste. Genevieve and Rolla, Mo., enters the electric refrigeration field with a planned quota of 30 General Electric installations during 1928. In their territory are 2500 wired residences (17,000 population) comprising a number of minor communities as well as Rolla and Ste. Genevieve.

AMERICAN INSTITUTE OF REFRIGERATION VIEWS ACHIEVEMENTS

The seventeenth annual meeting of the American Institute of Refrigeration was opened at 3 p. m. by president R. H. Switzler at the Washington Hotel, Washington, D. C., on May 10, with a somewhat sparse attendance of delegates. During a luncheon which preceded the official opening, general secretary J. F. Nickerson described his visit to the Fifth International Congress of Refrigeration in Rome, Italy. Retiring executive secretary, Ralph Stokell read the secretary's report, and the president his annual report.

Fred I. McCandlish, president of the National Association of Practical Refrigerating Engineers addressed the meeting on the subject, "The Practical Engineer's Responsibility to the Refrigeration Industry," a high-light being that his company, Southern Ice & Utilities, aids employees in obtaining a technical refrigeration education, loaning money for the purpose in cases. F. E. Sellman, consulting engineer of the Servel, Inc., talked on gas-fired household refrigerators, illustrating with lantern slides, on the adapting of the "Electrolux" of Swedish origin to American climatic conditions, and on intermittent absorption types, such as the Icelator, Sarco, Common Sense and Silica Gel, with discussion on the electric refrigerator. McCandlish closed the day with a report explaining the purposes of the body of which he was president.

On the second day, David L. Fiske reported on the progress of the American Society of Refrigerating Engineers, of which he is secretary, followed by P. H. Dorsett of the Bureau of Plant Industry, U. S. Dept. of Agriculture, who described a Chinese cold storage method applied to persimmons and illustrated with lantern slides. The report of the Cold Storage Division of the American Warehouse Association was read, and Fred Nolde, secretary of the Refrigerating Machinery Manufacturers Association followed. Gardner Poole reported on behalf of the United States Fisheries Association, predicting that the Ottisen system of freezing fish would be universally used. Robert Slocum, marketing specialist for the Department of Agriculture spoke on "The Cold Storage of Eggs." Gardner Poole spoke at length on the Rome Convention. Mr. Fiske spoke on "Association Consciousness" and Dr. Lon A. Hawkins on state and national experimental work, referring especially to fruit storage. Louis Baron, chairman of the trade-extension committee read only extracts from his long report, and J. F. Nickerson advocated closer relations with foreign associations. The auditing committee reported.

The new officers of the Institute were announced: R. H. Switzler, St. Louis, Mo., re-elected president; Gardner Poole, first vice-president; Homer Daniel, second vice-president; J. A. Mooney, Philadelphia, Pa., treasurer; J. F. Nickerson, Chicago, Ill., general secretary; Louis Baron, 203 W. 13th St., New York, N. Y., executive secretary.

ELECTRIC RANGE AND REFRIGERATOR SCHOOLS IN SOUTH GEORGIA

Edith Hutchinson, home economist of Edison Electric Appliance Co., and Mamie Kennedy, conducted an electric cooking school at Cochran, Ga., before students of Agricultural and Mechanical School, and local housewives. Vera Howard of Edison Electric Appliance Co., conducted a similar school in Montezuma, Ga., on April 9 and 10, with salad prepared in a General-Electric refrigerator distributed among guests. Fifteen attendance prizes were given. During the week, the school moved to Perry, Reynolds, Butler, Marshall and Oglethorpe, Ga., with a total attendance of 250.

REFRIGERATION SHOW WINS HUNTINGTON, INDIANA

The Northern Indiana Power Company, on the evening of April 20, held a public exhibition of home refrigeration, demonstrating with appropriate Kelvinator models. The discussion and demonstration excited great interest among the 250 in attendance. In preparation for increased activity in electric refrigeration, the Northern Indiana Power Co. have had trained in the Kokomo Kelvinator school two employees, M. Hullinger and F. Copenhafer, who are to service all the power company's installations.

M. O. TROY APPOINTED MANAGER OF G. E. CENTRAL STATION DEPARTMENT

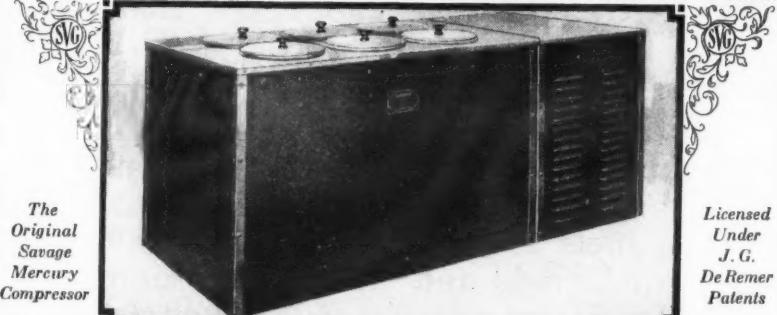
The appointment of C. W. Stone, manager of the General Electric central station department, to the position of consulting engineer, and the selection of M. O. Troy as manager of the central station department, have been announced by President Gerard Swope of that company.

SAVAGE MERCURY REFRIGERATION

If you attend the Convention of the National Electric Light Association, Atlantic City, June 4th to 8th, do not fail to visit space No. 209 and see for yourself the whys and wherefores of Savage Mercury Refrigeration.

SAVAGE Mercury Refrigeration for preserving ice cream is breaking all records for lower service and maintenance costs—with greater operating efficiency.

COMPARE YOUR SERVICE COSTS WITH THOSE OF SAVAGE USERS



Licensed Under
J. G.
De Remer
Patents

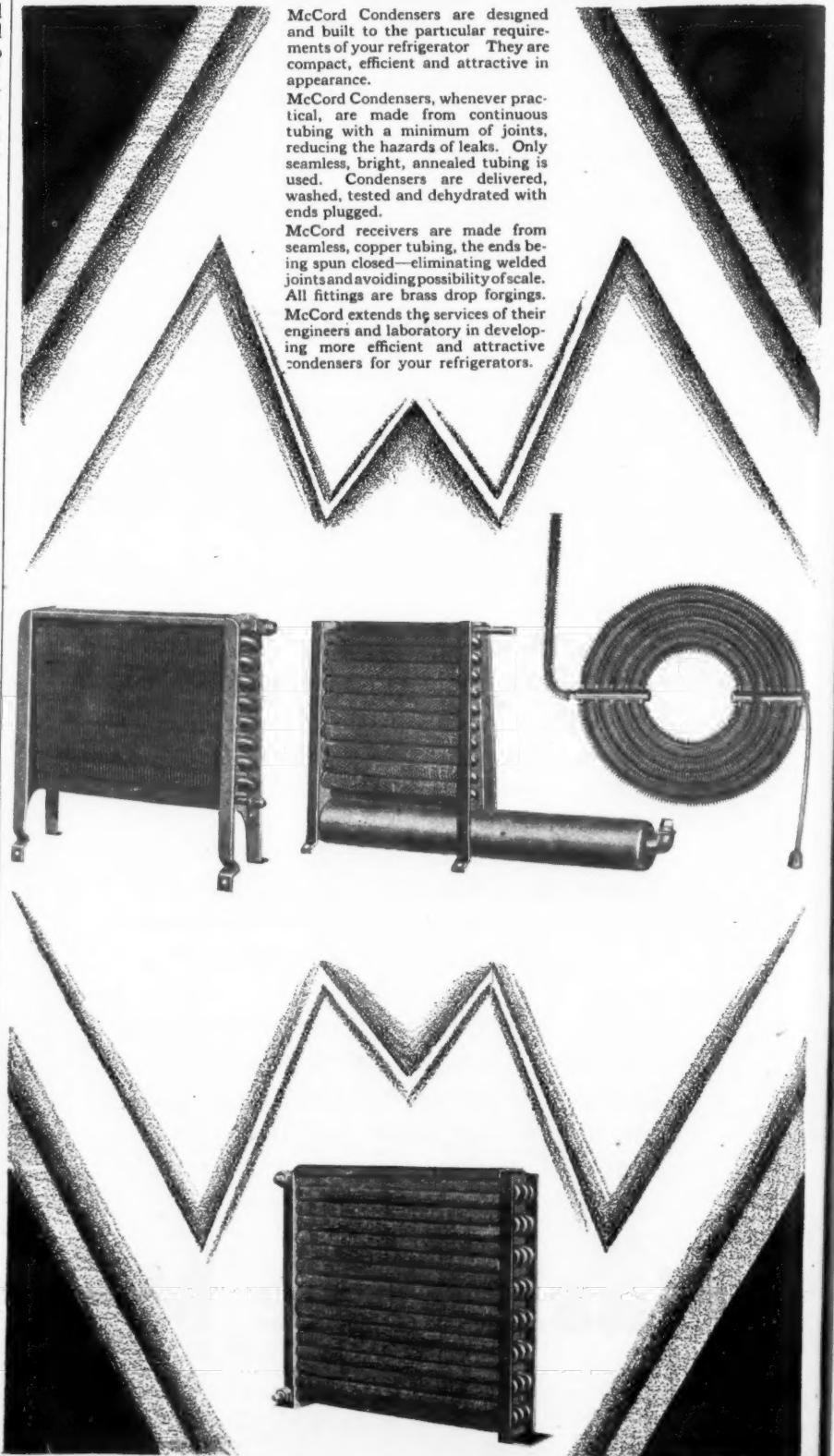
ONE OF THE PRODUCTS OF
SAVAGE ARMS CORPORATION UTICA NEW YORK

MCCORD-BUILT CONDENSERS

McCord Condensers are designed and built to the particular requirements of your refrigerator. They are compact, efficient and attractive in appearance.

McCord Condensers, whenever practical, are made from continuous tubing with a minimum of joints, reducing the hazards of leaks. Only seamless, bright, annealed tubing is used. Condensers are delivered, washed, tested and dehydrated with ends plugged.

McCord receivers are made from seamless, copper tubing, the ends being spun closed—eliminating welded joints and avoiding possibility of scale. All fittings are brass drop forgings. McCord extends the services of their engineers and laboratory in developing more efficient and attractive condensers for your refrigerators.



MCCORD RADIATOR & MFG CO.
DETROIT MICH.

Electrolux Awards \$12,500 Prize to Trans-Atlantic Flyers



View of Electrolux Dinner in Ritz-Carlton Ballroom at Which Trans-Atlantic Fliers Received \$12,500 Prize Money on Bremen Achievement, the First Non-Stop East-to-West Flight by Plane

AT a dinner given Friday evening, May 4, in the Crystal Ballroom of the Ritz-Carlton Hotel, by Electrolux, Inc., consuls of thirty nations gathered to honor the three Bremen flyers, Baron Gunther Von Huenefeld, Major James Fitzmaurice and Captain Hermann Koehl. The dinner was held for the purpose of presenting the \$12,500 Electrolux award to Baron Von Huenefeld, sponsor of the flight.

Electrolux, Inc., is the American Branch of the International Electrolux Organization with headquarters in Stockholm, Sweden. This International Organization is the Swedish associate of Servel, Inc., manufacturers of Electrolux absorption type refrigerators in the United States.

Almost a year ago the German Electrolux Company offered the award for the first non-stop flight from Europe to America across the North Atlantic Ocean. Since that time a number of planes have made the attempt, of which the Bremen was the first to succeed.

As soon as the news of the Bremen's safe arrival at Greenly Island was made known, the Electrolux award was offered to Professor Junkers, designer and builder of the plane, in Germany. He refused it, saying that it was far more appropriate that it should go to the men who had successfully pitted their strength and experience against adverse elements; he requested that the award be made to Baron Von Huenefeld.

Richard Washburn Child, former ambassador to Italy, presided at the dinner. The speakers were Lindsay Crawford, trade commissioner of the Irish Free State; Dr. Gustav Heuser, acting German consul general, and Olof H. Lamb, Swedish consul general emphasized in their brief addresses this particular service of aviation. Gustav Sahlén, vice-president of Electrolux, Inc., presented the prize.

Baron Von Huenefeld accepted the award but pointed out that Professor Junkers made possible their achievement. "I hope Electrolux will permit my comrades and me to give this prize to Miss Herta Junkers and ask her to give it to her father," he said. "We wish this money to be dedicated to further experimentation and research in aviation."

Miss Junkers agreed to accept the award on behalf of her father, and presented it to him upon his arrival from Europe a few days later.

In addition to the consuls general of Argentina, Australia, Ecuador, Finland, Hungary, Great Britain, Portugal, and others, a number of men prominent in business and financial circles were also present including Col. Frank E. Smith, president of Servel, Inc., Dr. E. F. W. Alexanderson, chief engineer of the General Electric Co., E. J. Mehren, vice-president of the McGraw-Hill Publishing Co., Inc., Dr. Max Winkler of Bertron-Griscom & Co., Geo. Smith of Smith and Gallatin, Max W. Stoehr of the Botany Consolidated Mills, Richard E. Forrest, and others.

COPELAND ORGANIZES SUBSIDIARY COMPANY TO HANDLE SILICA GEL

Formation of a new company to manufacture and market the new Silica Gel process of commercial refrigeration, to be known as the Copeland Silica Gel Corporation, and to be directly under the control of the Copeland Products, Inc., is announced by William Robert Wilson, chairman of the board of the Copeland Products, Inc., Detroit, Mich.

Some time ago Copeland Products, Inc., made a contract with the Silica Gel Corporation of Baltimore, Md., a subsidiary of The Davison Chemical Company of that city, covering the exclusive use of Silica Gel for commercial as well as household applications. This contract now is turned over to the new Copeland Silica Gel Corp., which will operate as a subsidiary of Copeland Products, Inc.

Under the plan, the present management and organization will be utilized, thus enabling the new company to have the advantage of a proven group of executives in the refrigeration field, economical manufacturing arrangements, fully organized purchasing, accounting and finance departments, and the widespread distribution so carefully built up by the Copeland company.

In a letter to stockholders, Mr. Wilson says:

"In the judgment of your directors and management, the manufacture and exploitation of the Silica Gel system should considerably add to the volume of your company's operations and, by diversifying its refrigeration business, produce a better manufacturing condition, all of which should strengthen your company's position in the refrigeration field and its opportunities for profit. In a similar fashion, Silica Gel refrigeration should strengthen and improve your dealers' businesses. Operating as it does with gas as well as electricity or other source of heat, Silica Gel refrigeration offers to gas utilities companies throughout the country a most interesting additional consumption."

The new Silica Gel process utilizes the principle of adsorption and adsorbing qualities of the Silica Gel replacing the compressor used in the usual type of electric machine. There are no moving parts in the refrigeration cycle. The Silica Gel refrigeration unit is air cooled.

Let G. P. & F. Solve Your Stamping Problems

G. P. & F. Engineers are equipped to shoulder the complete burden of your stamping problems—from designing to finishing.

By using G. P. & F. Service, you secure engineering co-operation backed by 48 years experience—the service of 1500 highly skilled workmen—the advantage of a 15-acre plant equipped with every known facility for producing stampings at prices which are right.

All these advantages, and more, are yours without increasing investment in equipment or adding to the payroll.

Is not such assurance of lower cost and higher quality worth a thorough investigation? Just write for the booklet "Stampings."

GEUDER, PAESCHKE & FREY CO.
Sales representatives in all Principal Cities in all parts of the Country

1366 St. Paul Ave., Milwaukee, Wis.
345 W. Ohio Street, Chicago, Ill.

G.P.&F. STAMPINGS
"KNOWING HOW SINCE '81"



Frozone Corp. Moves Offices

Frozone Corp. announces the removal of its offices and display rooms from 709 Chestnut St., Philadelphia, to 106-108 South Seventh St.

**CABINETS BY
*Seeger***
SAINT PAUL

At the N. E. L. A. Convention, Million Dollar Pier, Atlantic City, June Fourth to June Eighth.

Be sure to see this comprehensive Exhibit of modern refrigeration cabinets for domestic and commercial uses.

Cabinets by Seeger are worthy of Electrical Refrigeration.

SEEGER REFRIGERATOR COMPANY
SAINT PAUL, MINNESOTA

TRADE
EXTRA DRY ESOTOO

MARK

THE PUREST

SULPHUR DIOXIDE

Analysis Guaranteed

We have an agent, with our product in stock, near you
Wire us where we can serve you

VIRGINIA SMELTING CO., WEST NORFOLK, VA.
F. A. EUSTIS, Secretary
131 STATE ST., BOSTON
2 RECTOR ST., NEW YORK

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Electric Refrigeration Industry

PUBLISHED EVERY TWO WEEKS BY

BUSINESS NEWS PUBLISHING CO.

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MAY 23, 1928

Changed Conditions

SINCE the N. E. L. A. convention of 1927 the status of the electric refrigeration industry, from the viewpoint of the public utility companies, has undergone a number of marked changes. A year ago manufacturers were in a period of uncertainty due to the necessity for the readjustment of financial plans and production schedules to compensate for the over-expansion of the preceding year. Two of the outstanding companies, namely Kelvinator and Servel, were in financial difficulties and these situations had a depressing effect upon many smaller companies. Frigidaire was going strong—too strong, in fact, for the comfort of others in the field. Throughout the industry there were mutterings against the aggressive selling methods of the Frigidaire organization, a fairly good sign that the complainants were suffering from this competition.

Altogether, 1927 was a hard year for the new industry. Looking backward we find that it was none too easy throughout the whole field of business. Everywhere, in all lines, profits were low even where volume held up. Considering general conditions, and the added burden of cleaning up the troubles caused by excessive optimism in 1926, the industry came through the period in remarkably good condition.

The entry into the field of the powerful General Electric Company and their phenomenal success during the past year has thrown a new light onto the entire situation. Even though this obviously meant additional and keener competition, the smaller manufacturers have appeared to be greatly encouraged and stimulated by the General Electric activities. Here, at least, was a combatant in the battle royal of ample strength to challenge the supremacy of Frigidaire.

The G. E. crowd has proved to be a rough and ready fighter, when necessary, going after business where they find it without regard to previous set-ups and precedents. Frigidaire, the big fellow, has now appeared in the new role of complainant.

In the meantime Kelvinator has recovered its balance, Servel is back on the job, Copeland and Welsbach have continued to make steady progress and various others have greatly strengthened their position. Several newcomers have appeared with the advantage of valuable experience to guide them and without a burden of pioneering expense to carry.

Judging by reports from manufacturers, and dealers as well, business is good. In fact it seems to be much better than was expected, a decided reversal from the condition two years ago when more was expected than anyone had a reasonable right to hope for.

That the central stations are beginning to do a real job of merchandising is indicated by the reports which appear in this issue and by others which will be published later. In nearly every case merchandising managers of the power companies estimate a considerable increase in sales this year over 1927. Invariably more money is being spent for advertising and more effort is being given to educational work.

The reports show that the central stations represent a considerable volume of business although conditions differ in particular localities. In some places the central station is selling more refrigerators than all of the local dealers combined. In other cases, of course, the central station does no merchandising whatever, but frequently gives active support and co-operation to the independent merchandisers in the territory served.

It will be noted that where central stations are actually merchandising, only a limited number of the well known makes are being handled. The smaller and younger electric refrigeration companies, looking at this situation, have, in some cases, gained the impression that the central station business is more or less "sewed up." The figures published, however, show very clearly the degree to which General Electric has made inroads in this field in one year's time. This company, of course, has the advantage of a far-flung organization with years of experience and acquaintanceship with the public utilities. It is not suggested that any new company should be able to equal their record merely by good selling effort. The figures do show, however, that a large part of the central station market is open to those who go after it. Furthermore, there is evidence, here and there, that even the small manufacturer may break in at particular points and secure the advantage of the approval and support of what is usually the "electrical headquarters" of a community.

ELECTRIC REFRIGERATION NEWS has repeatedly emphasized the importance of the central station as a local influence in matters pertaining to all things electrical. Manufacturing executives who have entered the electric refrigeration business from non-electrical fields very frequently fail to appreciate the peculiar relationship of the central station to the manufacturer, the dealer and the public. The diversity of central station policy with regard to the merchandising of electrical appliances is confusing to those who have not made a careful study of the methods employed in various communities and the reasons for such methods.

It is generally agreed by central station men that the electric refrigerator is an ideal "load builder." It has more points of advantage than any other appliance. The central stations can well afford to expend a proportionately greater effort to develop the market for electric refrigeration and the best interests of all concerned will be served by encouraging central station activity in electric refrigeration development.

Imposing Display of Electrical Conveniences at Phoenix, Arizona, Prosperity Show



General Electric refrigerators in the spotlight of the exhibit by Central Arizona Light & Power Co. at the Prosperity Show staged in Phoenix recently

OBJECTS TO USE OF ICE CARTOON IN NEWS

KELVINATOR CORPORATION,
Executive Offices.
Detroit,

April 24, 1928.

ELECTRIC REFRIGERATION NEWS,
Detroit, Michigan.

On page sixteen of your April eleventh issue I was sorry to see the reproduction of a cartoon credited to the *Detroit News*. While the cartoon may be a very true picture of the feeling the ice division of the refrigeration industry has toward the electric division of the same industry, I feel that the publication of such propaganda as this tends only to encourage the mud-slinging tactics which have already been used too much between the two divisions of the refrigeration industry.

This, as you know, is no change in position on my part, as from the first I have tried to guide the publicity of both ice and electric divisions of the refrigeration industry into channels which would build up the industry, and under plans which I believe could be made to expand the demand on both divisions at a rate fully as rapid as either division could take care of the expansion. Certainly the ice refrigeration industry is growing by leaps and bounds, as is also electric refrigeration. There is ample room for both if each industry will concentrate on building public consciousness of the value, necessity and economies of the use of refrigeration as distinguished from the use of no refrigeration in the storage and care of food products.

I want again to express my admiration for the way in which you are building up ELECTRIC REFRIGERATION NEWS, and I shall be glad to see the policies under which it is growing always directed to the maintenance of a clean competitive situation, not only in electric refrigeration industry, but in the refrigeration industry as a whole.

Very truly yours,
A. H. GOSS,
Chairman of the Board.

EVEN ADVERTISEMENTS THAT KNOCK HELP SALES

SERVEL, INC.
51 East 42nd St., New York, N. Y.
May 5th, 1928.

ELECTRIC REFRIGERATION NEWS,
Detroit, Michigan.

In connection with your recent article and editorial on the matter of advertising and the ice cream manufacturers' attitude in connection therewith, you will be interested in the attached photostat of some advertising which the ice cream manufacturers are running in the Evansville Press at Evansville, Indiana.

Like the resolution which the ice cream people have adopted, they are also selling themselves short in resorting to advertising of the nature shown in the photostat.

However, the more advertising they do, whether it be a knock or a boost, the more people will probably use a refrigerant—and the more families who are converted to the use of a refrigerant, the greater will be the potentiality of our mechanical refrigeration business.

Faithfully yours,
Frank E. Smith, President.

NOTE: The advertisement referred to above is reprinted below:

ICE REPAIR SHOPS

Did You Ever See One?

Neither Did We!

There's one thing about ice the whole world knows:

ICE NEVER GETS OUT OF ORDER
Way back when the Earth was young, Dame Nature decreed that ice MUST work, whether it wanted to or not—and it's been on the job ever since—day and night, Sunday and holidays—**ALL THE TIME**. There is nothing "inside or outside" of ice that can possibly require the attention of repair men—either expert ones or the "other kind."

A block of "frozen purity" in a refrigerator never balks, sidesteps its duty, or quits—BECAUSE NATURE WON'T LET IT. It can

BLANCHARD GIVES 12 REASONS FOR ADVERTISING

Frank LeRoy Blanchard, publicity director of the Henry L. Doherty Company, prominent in American advertising for thirty years, indicates twelve substantial reasons for advertising as an economic factor in business of every kind:

1.—Advertising reaches more people, in shorter time and at less expense, than is possible in any other way.

2.—Advertising promotes good will and better business relations.

3.—Advertising identifies the advertiser with the enterprising and progressive firms in the local or national field.

4.—Advertising, by increasing a manufacturer's volume of business, reduces the cost of production.

5.—Advertising attracts to the advertisers' employ the better class of salesmen.

6.—Advertising when continued for several years becomes for the consumer a form of insurance as to the quality and character of the merchandise he purchases, and for the manufacturer or dealer a more even and continuous demand for what he has to sell.

7.—Advertising has raised the standards of living and made millions of men and women happier and better.

8.—Advertising has elevated the standards of business practice throughout the world.

9.—All advertising is educational and informative.

10.—There is no more economical way of getting and keeping business than through advertising, providing, of course, there is a market for what you have to sell.

11.—Advertising gives to an established business an additional basis of credit in its relations to banks and other financial institutions.

12.—Advertising is a direct promoter of prosperity.

G. E. SALESMAN ANSWERS FRIGIDAIRE COMPLAINT

ELECTRIC REFRIGERATOR COMPANY
of New England
Distributor G. E. REFRIGERATOR
733 Boylston Street,
Boston, Mass.

May 15th, 1928.

ELECTRIC REFRIGERATION NEWS,
Detroit, Mich.

Gentlemen:

In your issue of April 25th you published a letter signed by Mr. A. Israel under the headline of "A Salesman's View of Knocking Competitors," in which he makes a very feeble attack on the methods employed by the General Electric salesmen in selling their Refrigerators as a mechanical device rather than "selling the need."

The Electric Refrigerator Co. of New England are the distributors for the General Electric Refrigerators for Metropolitan Boston and adjacent territory, and I have been one of their salesmen, practically, ever since they started in business not quite one year ago, and for your information brother Israel, our sales policy from the beginning has been to put special stress, when talking with a prospect, upon Simplicity, Economy, Quietness, Cleanliness, and No Servicing, and we are not quite so "green" at the game as to make comparisons with any other machine on the market in stressing these five points either, because we believe that when we have sold a prospect these five vital points on electrical refrigeration we have "sold him the need," and sold it honestly.

If by chance, Mr. Israel, you were selling electricity and incandescent lamps in the days when the kerosene was the ideal lighting method, would you not stress upon the facts of No more oil to buy, No more wicks to trim, No more soot nor smell, No more chimneys to clean, Just turn on the current and have far more perfect lighting than you ever had before? Sure you would, but in using these five persuasive arguments do you think for one moment that "John D." would accuse you of knocking the Standard Oil Company. Think it over, brother, think it over.

Before taking up the sale of electric refrigerators as a new vocation, I looked the field over pretty carefully, and when I learned the sixty-four scientific men had spent fifteen years of intensive research work in producing a refrigerator that is "99.44/100 per cent" perfect and then gave me the opportunity to sell it for them, they were paying me a high compliment, and if I cannot make good without knocking any other Refrigerator in existence, I consider myself a disappointment.

I will also say that in my twenty-five years of plugging as a salesman, it is a new experience to know that when I find a skeptic who is still in doubt about buying a General Electric Refrigerator, we can turn him over to our would-be competitors and they finish the job for us. Does it pay to knock? I'll say it does, when the other fellow does the knocking.

We have over one hundred salesmen working out of our Boston office, and none of us have either time nor the inclination to even bother about what the other fellow is doing with his Refrigerator, or how he sells it, because we have troubles enough of our own, just now, wondering how in the name of St. Peter the factory can ever make deliveries of the orders we are sending them.

Directly across the street from where I am writing this letter, there is a bill-board some thirty feet long which says to him who cares to read it,—"There are more Frigidaires in use than all other electric refrigerators combined." Good advertising perhaps, but an awful boast, and brother Israel, I will lay you a wager of Bunker Hill Monument against a Jamaica Bay oyster, that within the next twelve months every one of these boastful bill-boards will be obliterated.—Do you take the bet? All right then, watch your step and remember—"Knockers never win and winners never knock."

Yours truly,
J. H. Daggett,
580 Commonwealth Ave.,
Boston, Mass.

CLIMAX DEALER MISSES PICTURE OF MACHINE

ELECTRIC REFRIGERATING & APPLIANCE CO.

2104 Live Oak St., Dallas, Texas.

May 4, 1928.

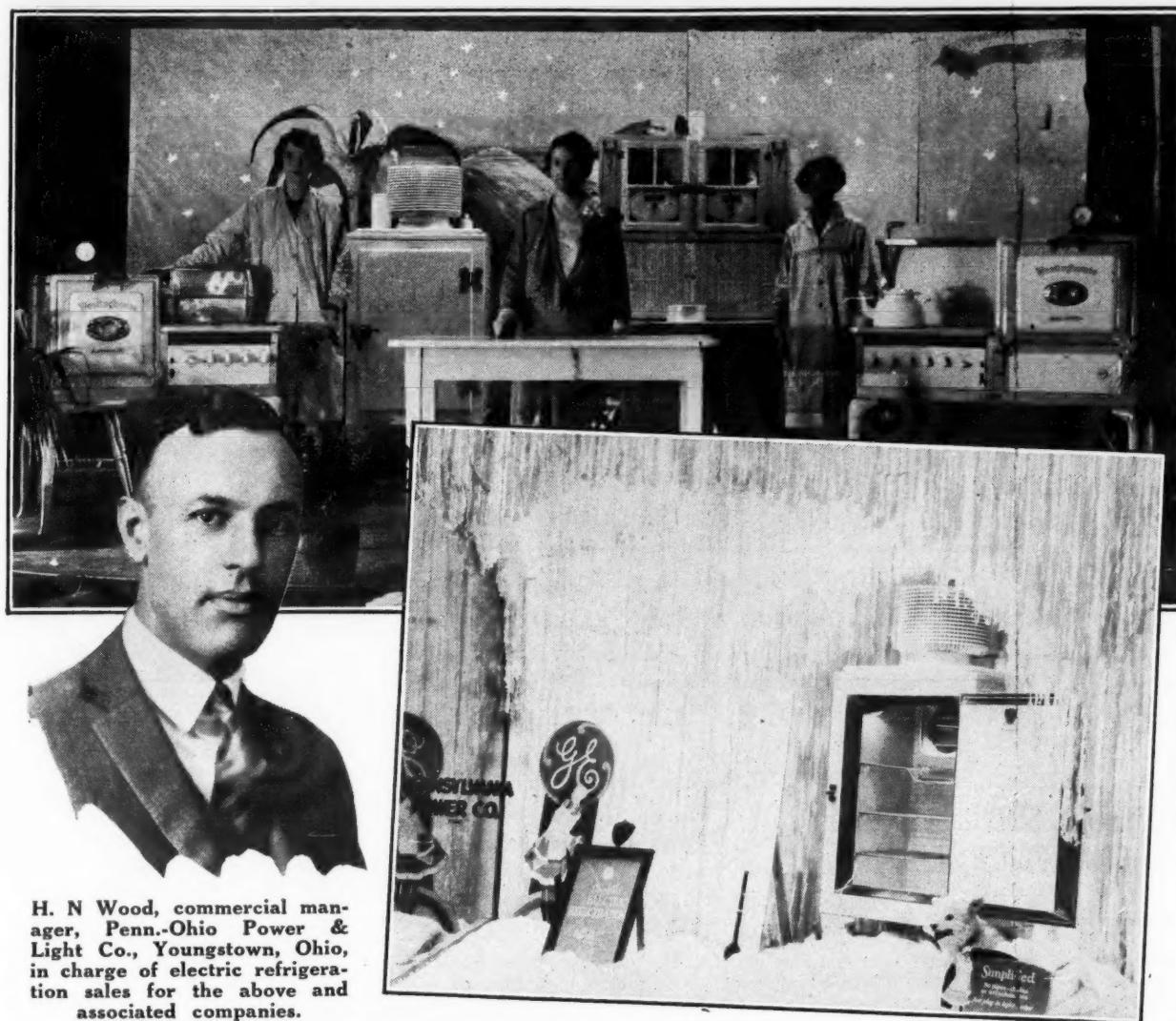
ELECTRIC REFRIGERATION NEWS,
Detroit, Michigan.

We were very much pleased with your issue of April 25, especially the pictures of electric refrigerating machines and specifications.

We failed to find a picture of the Climax machine, however, and wondered why this was not included in the writeup. Possibly you are planning to include this in the next issue.

Yours very truly,
Electric Refrigerating & Appliance Co.,
O. Bohny, Manager.

The Way to Sell the Housewife



H. N. Wood, commercial manager, Penn.-Ohio Power & Light Co., Youngstown, Ohio, in charge of electric refrigeration sales for the above and associated companies.

Top—A view showing stage arrangements for a highly successful electric cooking and refrigeration demonstration held March 20, at Sharon, Pa., before an attendance of 178 and under the direction of Alice Tinnemeyer.

Lower right—General Electric display in Sharon, Pa., retail electric shop. The front effect is obtained by the use of white crepe paper and cotton batting sprinkled with powdered mica.

Penn.-Ohio Sets 1928 Mark at 3508 Units; to Double 1927 Sales Quota

By H. N. Wood,

Commercial Manager, Pennsylvania-Ohio Pr. & Lt. Co., Pennsylvania-Ohio Elec. Co., Pennsylvania Pr. Co. and Associated Companies.

The Pennsylvania-Ohio Power & Light and associated companies, operating in territory surrounding Youngstown, Salem and Lisbon, Ohio, and New Castle, Sharon and Greenville, in Pennsylvania, has seen the installations of electric refrigeration units increase in their territory markedly, as follows:

| | 1927 | 1928 |
|---|------|------|
| Company store sales, General Electric | 28 | 270 |
| Company store sales, Kelvinator | 21 | ... |
| Independent dealer sales, Kelvinator, Frigidaire, Copeland, Servel, Universal, Electrice, General Electric, Zerozone (domestic) | 1316 | 2518 |
| Independent dealer sales (commercial) | 368 | 720 |
| Total | 1733 | 3508 |

To effect this volume of business in this electrical territory, the company has appropriated \$9,500 for advertising, with the independent dealers doing a considerable amount, not capable of being definitely estimated.

N. E. L. A. Campaign Now Being Used "Sell the Idea" Plan Making Good

By Don Watts, Director of Sales,
Walraven Bros., Inc., Dallas, Texas.

The Electric Refrigeration Direct-Advertising campaign, sponsored by the N. E. L. A. Refrigeration Committee, of which G. B. Richardson is chairman, recently received its final approval. The pieces in their ultimate form, lacking only the names of the central station companies and addresses, are now being shown directly to member companies of the N. E. L. A. by ten competent representatives, who are going through every section of the country as rapidly as possible. This work has just commenced, but there is a fine response in every territory, with indications that several hundred cities will be receiving the individual pieces under local power company auspices within the next sixty days.

The central stations are greatly interested in the plan of Mr. Richardson's committee, as finally worked out, and much praise has been given verbally about the features of the complete "Sell-the-Idea" campaign. It would be highly gratifying to Mr. Richardson and those members of the N. E. L. A. who assisted him, were they to hear some of this comment.

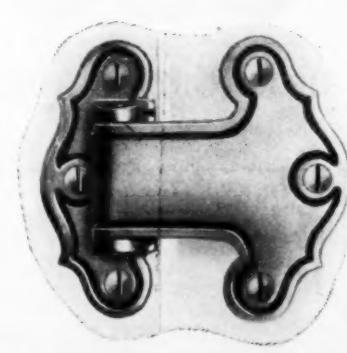
The effect of having available a definite plan for the first time is far-reaching in many ways. Many central stations are at once adopting it as the basis of their sales-promotional effort. In many in-

stances, they are now compiling the first local lists of electric refrigeration prospects ever prepared. In at least a dozen cities, the Electric League or some similar association of dealers is co-operating, distributing the cost equally among themselves. Certain dealers, already under way with their own plans, are using the general campaign in connection with what they themselves have done and are doing.

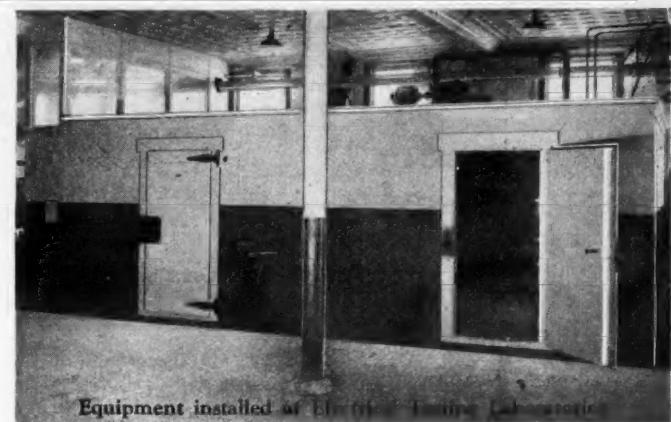
The results of the actual operation of the committee's campaign are beginning to be apparent. Several companies which have the campaign under way have reported favorably, and in more than one case have reported results within a few hours after the first piece was sent out to the customer.

The unusual feature of the Richardson plan is that it may be started any time, and that all pieces are of individual value, regardless of when they were mailed. We know the efforts on the part of merchandise managers to start the campaign on any appliances or products are generally delayed until the buying season begins. But electric refrigeration is now accepted as an all-the-year-round proposition. The progressive managers are making every effort to get started as soon as they can get their lists properly segregated and compiled.

COLOR already has proved itself a selling factor in the refrigeration field. The next step . . . beautiful hardware . . . is exemplified by these and many other graceful creations by the Grand Rapids Brass Company. On your better models, these patterns complete the appeal to the woman who buys. Finishes are worthy of the designs . . . satin silver, brushed brass, genuine chromium plate, or any other finish required. And all are designed and built along the same practical principles which have gained for Grand Rapids Brass an outstanding reputation for positive action and lifelong, satisfactory service!



Refrigeration Testing



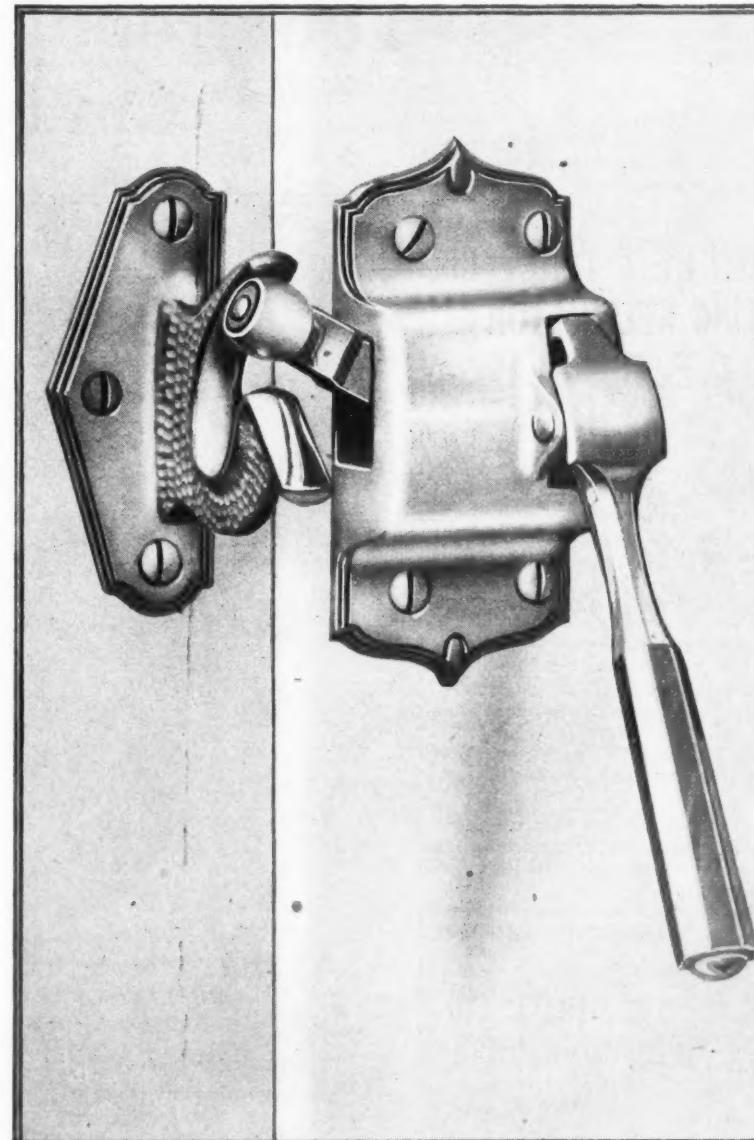
Equipment installed at the new Testing Laboratory

OUR Refrigerator Testing Laboratory, pictured above, is a permanent installation and cannot be used as an exhibit at the N. E. L. A. Convention. However, our engineers in charge of Refrigerator Testing will be there, to talk over your problems with you.

Our booth is Number 302.

**Know—
by Test**

Electrical Testing Laboratories
80th Street and East End Ave.
New York N.Y.



Augmenting the eye appeal . . . and the sales appeal . . .

de luxe
Hardware
from the
**GRAND
RAPIDS
BRASS CO.**
Grand Rapids, Michigan



If you are thinking of a special high-grade line for next season, we will gladly furnish complete information.

SAN JOAQUIN POWER PLANS 742 KW-H. ANNUAL AVERAGE

Successful Policies on an Educational Basis that Wins High Home Current Buying

By Charles W. Geiger

The domestic kilowatt-hour current consumption of customers of the San Joaquin Light & Power Corp. has attained a higher figure than state and national averages on this class of business. It increased from 250 kw-h. in 1917 to 642 kw-h. per domestic customer in 1927, this average exceeding the United States average of 400 kw-h. in 1926 and the California average of 435 kw-h. per domestic customer per annum in 1926. By the end of 1928, it is forecast that the annual kw-h. consumption per domestic installation will be 742 kw-h. throughout the San Joaquin power system, an increase of 100 kw-h. in the one year, with the average increase for the past ten years only 39.2 kw-h. for domestic installations per annum.

This is due to systematized merchandising effort by the San Joaquin Power Corp. to give all customers a complete, adequate service. Not long in the past the average monthly domestic bill for electric current was for light alone, running from 75 cents to a maximum of \$2.00, yet with many homes adhering to kerosene on the plea that current in the San Joaquin territory was "too costly."

The electric flat iron was the first commodity to enter the home as a current consumer, making little appreciable increase in the monthly bills, but at this same time commercial applications were being made in other ways in factories, stores, offices and even on farms, to effect tremendous savings in time and labor against the comparatively moderate increases in consumed power. Within the decade, however, a new era commenced—the period of refrigerator, toaster, percolator, waffle-iron, range, vacuum cleaner, washer, ironer, and similar domestic units. The sales pressure to install these domestic devices was confronted by the immemorial standard of the monthly bills for small amounts which had been paid for light alone. This was the chief factor in merchandising electrical goods to these home consumers, and while the merchant was merely interested in the margin on his sale, the central station was much more vitally concerned with the long succession of meter readings that they represented potentially for each domestic establishment using the new devices.

The San Joaquin Power Corp. set about developing this domestic power consumption through a subsidiary corporation, the Valley Electrical Supply Co., the duty of which was to merchandise this equipment, to demonstrate and circulate among home consumers the economy, efficiency and cleanliness of electricity as shown by numerous university and domestic science laboratory and research tests, and above all, to overcome as best might be possible, the ancient barrier of the \$1.25 electric bill to which the home owners were accustomed as a grudging tribute for convenient home light.

This pioneer work was undertaken on an elaborate and co-operative schedule, which had in mind not merely the domestic user, but the commercial interests working in the territory to sell and install devices of every description independently. Obviously, manufacturers, jobbers, dealers and the power company could best work together in this, as the interests of each were largely the interests of all the others. This successful propaganda accomplished much, but is not yet completed, and has still to be carried on for years in the future. What it has done may be seen in 642 kw-h. per annum average attained today and the expected 742 kw-h. average expected per domestic service by the end of this year.

One of the first policies of the Valley Electrical Supply Co. was to increase as much as possible the number of stores and shops where domestic electrical devices might be obtained, the company itself opening two retail stores, one in Fresno and one in Bakersfield, and assisting materially in inducing a total of 106 independent dealers and merchants there and elsewhere in the San Joaquin territory to sell home electrical devices of every description.

While competition is not eliminated by this plan, the Supply Co. efforts are co-operative with all these dealers in selling the use of these devices to the home owner, which is assumed as the special burden of the Supply Co. itself. This "Through the Dealer Sales Plan" provides the consumer everywhere with nearby and ample stocks at retail through which to choose devices, and convenient servicing of all electrical home equipment, the most favorable possible status for the purchase of devices of this nature.

The practical form of this Supply Co. effort lies in conducting demonstrations of the apparatus in the stores of dealers, and in homes, clubs, at fairs, and wherever an opportune occasion allows anywhere within the electrical territory. Special appliances are promoted by co-operative adver-

A Spread to Tempt Passing Shoppers



MAGNIFICENT SAN JOAQUIN WINDOW EXHIBIT

Part of methods by which highest current consumption average in U. S. for homes is attained. Plans made to boost to 724 kw-h. per annum per home by end of 1928 in territory.

tising campaigns in which all the merchants participate who are carrying the product, which is often sold under tempting special offers. Word of mouth selling at the demonstrations brings the domestic users one by one into line as consumers of current with this or that article shown in action, with the labor-saving feature emphasized strongly at time of sale.

A most elaborate educational effort has been carried on through the Red Seal electrical home, a combined effort of both the dealers and the Power Co. There have been equipped in the territory at this time more than 200 Red Seal homes of this kind, in which electric units assume all the normal household duties. The activities organized by the dealers and Power Co. for 1928 are that 120 more such homes will be erected or fully wired within the territory of the San Joaquin Corp. in 1928—a project in which the local public is highly interested.

FT. SMITH LT. & TRACT. CO. SELLING KELVINATOR AND G. E. THIS YEAR

Advices from Fort Smith, Ark., indicate that there will be considerably increased electric refrigeration business done in and around Fort Smith during 1928 over 1927, both by the Light & Traction Co. and by the local dealers. About \$3,000 will be spent in advertising by all parties placing Servel, General Electric, Zerozone, Frigidaire and Kelvinator in the territory. The lighting company has appropriated \$2,000 of this amount, none having been spent for electric refrigeration in 1927.

Last year the lighting company sold 46 Servels, of which 38 were household and 8 commercial units. This year they expect to sell over 100 General Electric and Kelvinator units.

Frigidaire, Zerozone and General Electric placed a total of 105 installations in 1927 and will undoubtedly sell 30 to 40 per cent more in 1928.

There are 10,250 wired homes in the territory with a total population of 52,000.

HOOSIER PUBLIC UTILITY CO. EXPECTS THREEFOLD GROWTH

The N. E. L. A. campaign by the Richardson committee has been adopted by the Hoosier Public Utility Co., operating in a territory of 10,000 population with 2,000 wired homes in Greenburg, Ind., serving the communities of Osgood, Napoleon, Westport, Letts, Hope and Horace, which lie near-by.

Sales of electric refrigerators in the territory in 1927 were 6 domestic and 1 commercial Kelvinator by the company, and 3 Frigidaires by an independent dealer. Estimates for 1928 are 12 domestic and 6 Kelvinator installations by the company, and 12 installations of Frigidaire by the dealer.

Central Maine Starts "One More KWH per Home per Day Contest"

From May until Dec. 31, salesmen for Central Maine Power Co. stations will compete in a comprehensive "One More Kwh.-per-Home-per-Day" contest, with \$1,500 in prizes, including a Kelvinator as the grand prize. The contest itself will be entered later in the National Kwh. Contest of the Commercial Section of the N. E. L. A. The Maine activities center on the refrigerator, range, ironer, cooker and water heater appliances in domestic sizes.

FLINTLOCK CONDENSERS

Efficient—Economical Compact

Greater Efficiency at Less Cost

WRITE FOR OUR BOOKLET

FLINTLOCK CORPORATION

4461 W. Jefferson Ave.
DETROIT, - - MICH.

WAGNER MOTORS FOR ELECTRIC REFRIGERATION

Wagner Small Motors meet the refrigeration standard—mechanically quiet—built to close tolerances. Available in ratings from $\frac{1}{2}$ -hp. to $1\frac{1}{2}$ -hp.

TEN PROMINENT USERS
Frigidaire Corp. U. S. Air Compressor Co.
Kelvinator Corp. Duro Pump Co.
Universal Cooler Preferred Oil Burners, Inc.
Iron Mountain Co. National Refrigeration Corp.
Merchant & Evans American Blower Co.



WAGNER ELECTRIC CORPORATION
6400 Plymouth Avenue St. Louis U. S. A.

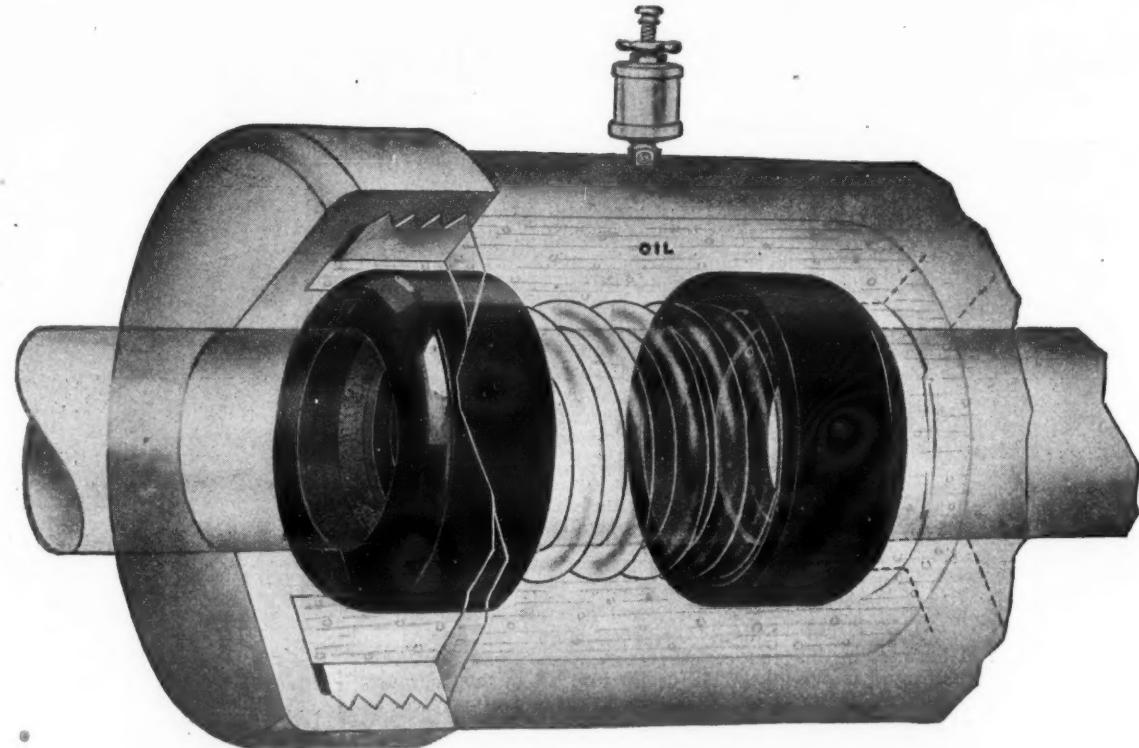
OHIO PUBLIC SERVICE CONTEST SELLS FRIGIDAIRE

The office and distribution department of Ohio Public Service Co., Elyria, O., under J. B. Johnson, division manager, successfully carried through a "Prospect Contest," by sales teams, in April. Out of 51 prospects, 19 purchased Frigidaires as a result of the work of the winning team.

Home Service Show In Waynesboro, Pa.

Lately, in Waynesboro, Pa., Miss Edith D. Paris, director of the home service department, South Penn Power Co., staged an electric home-service show and demonstration, which included serving each visiting group with electrically-prepared, cooked and refrigerated food, and the recipes therefor.

Your troubles, and your dealers' troubles can be radically cut down



WHAT'S the most usual source of trouble? Leakage! Leakage in compressor or pump—leakage around the crank shaft.

40% of dealer servicing comes about through repairs to prevent leakage.

Yet this one simple, inexpensive addition to your machine can and will eliminate leaks forever.

The Cooke Seal Ring maintains a leakless pressure or holds a deep vacuum on any revolving shaft; it gives a perfect seal and holds a wide range of volatile gases, oil and air; it reduces motor load by

eliminating 90% of friction caused by ordinary packing.

It is composed of four simple parts. It is bound leak-proof and frictionally tight on the shaft and rotates with it instead of pressing against it—a ground joint with only $\frac{1}{8}$ -inch bearing surface against the gland. Requires no service whatever.

If you are not already using Cooke Seal Rings on your machines it will pay you to send for further details regarding sizes, types, prices and complete data as outlined in our booklet and list of representative electric refrigerator manufacturers who are using Cooke Seal Rings.

Mail the Coupon Today!

COOKE Seal Ring

20 NORTH GREEN STREET, Dept. C, CHICAGO, ILLINOIS

COOKE SEAL RING,
20 North Green St., Chicago
Please send me your FREE booklet without obligation.

Dept. C

Name.....

Address.....

City..... State.....



Send
for
this
book

The Cold Commodity

Has Electric Refrigeration Caught the Real Spirit of It?

By David L. Fiske
Secretary, the American Society of Refrigerating Engineers

WHAT a commodity refrigeration is! *Coldness* is a tinkling and appealing treat, psychologically speaking, and when coldness is produced by machinery the appeal is even heightened. I have never seen anybody, layman or otherwise, who was not curious about it, and whom the notion did not, in some degree, tickle.

The electric refrigeration industry has been the cleverest in capitalizing on this appeal. But electric refrigeration is electrical, as well as refrigerating. And electricity is also appealing to the popular mind—a fact which explains to a degree the great success of the electrical industry. And this notion has also been capitalized in the sale of refrigerators. But my point is this—are you people in this line more electrical or more refrigerating?

In order to be definite, let me address my remarks to the men concerned with the making and sale of electric refrigerators. One of your group recently spoke of this group as being the "noisy and petulant stepchild of the industry." It is indeed, the *enfant terrible*. It possesses more than its share of energy and enthusiasm, it has won the public on its own hook, and has done an enormously valuable job for the parent.

I trust I will be pardoned in this implication that your industry was not born of itself, nor that it is now entirely autonomous. Like the above speaker, I see the many other sides of this field which is built about the cold commodity. I want to talk about selling this idea, or better this feeling, in a different way from that which you may now think it should be sold. Sooner or later it is going to be sold that way—on the basis of the idea of *refrigeration in general*, of coldness itself, whether applied to cooling a theater or a bottle of spring water.

Perhaps I should point out that I have every right to talk about this whole wide field—that my bread is not buttered on any particular side, among the several groups who insist upon considering themselves competitors (and more or less ugly ones at that). If I am not impartial, at least I have no reason not to be.

People Like the Notion of Mechanical Cold

It occurred to me the other day that I knew the principle of compression refrigeration at the age of about eleven. The evaporation of gasoline (it was more volatile then than now) on my hand, made it cold. I was amused, and I inquired into the why and wherefore. The whole business interested me, when I had the good fortune to ask somebody who knew how an ammonia machine worked. Later I worked in a packing plant, and from time to time took parties through the place. The appeal of the refrigerated rooms was almost universal, and I have never seen anyone bored when taken to the compressor room and told a little about where the chilliness all came from.

The Composite Picture

By all indications of developments in industrial organization, these groups are one: Packers; Cold Storage Industry; Ice Manufacture; Refrigerator Manufacture; Electric Refrigeration; Plant Refrigerating Machinery Manufacture; Ice Cream; Refrigerated Transport.

I do not say the time is ripe for the various lions and lambs to lie down together. But, again as a self-appointed interlocutor, I invite the attention of the lively and progressive electric refrigeration industry, as well as the refrigerator manufacturers, to the organization of the other branches. For your own good, at least, and until you join forces with them, —watch them. And remember that jealousy is based on a common love for something or other. That love, in this case, is for coldness *per se*.

Sooner or later, however, that is what the public is going to hear about—not the particular coldness of any one constituent. The growing significance of the trade association movement predicts that these groups will become one. And even more, the appeal of the cold commodity—about which one can readily rave—also predicts it. I don't know when it will be, but given intelligent foresight and enthusiastic leadership, this will happen. Then Mr. John Doe, when he speaks of modern miracles, and what they have done for him, will mention refrigeration very near the top of the list—for it is already there, if he did but know it.

WILLIAMS OIL-O-MATIC CONVENTION TO BE HELD AT BLOOMINGTON JUNE 24-26

The fourth international Williams Oil-O-Matic convention will be held at the factory in Bloomington, Ill., June 25 and 26, according to an announcement. This company, manufacturing the Ice-O-Matic electric refrigerator, plans that one of the features of this convention will be the celebration of the arrival of mass production on the electric refrigeration unit, which was first announced several months ago.

Electricity could never have been put over with the public as it has been, if the word suggested some one thing to the individual—such as a flatiron, or a fan, or

AUTOMOBILE DEALERS SEE BIG OPPORTUNITY IN ELECTRIC REFRIGERATION

The automobile dealer is looking for new selling fields, as many of them have come to the conclusion that there is too much lost motion of non-seasonable sales time in their own particular field.

What seems to fit in with most of them is the electric refrigerator and oil heating, and many prominent automobile dealers in various parts of the country are now adding to their business the above lines.

One of the latest indication of this tendency is the recent appointment of the Morgan Motor Car Co. of Newark, said to be the largest and most prominent Ford agency in New Jersey, as General Electric dealers. This company will operate in connection with the Northern New Jersey distributor, Phillip H. Harrison, of Newark.

The Morgan company has also taken the agency for the McIlvaine Oil Heater made in Chicago. Both appliances will be exhibited in the Morgan salesroom on Broad Street, Newark, and a separate selling staff will take charge of the new department.

William J. Morgan, president of the company, formerly a publisher of trade journals on cycling and motoring in New York, is very optimistic regarding the opportunities for electric refrigeration and expects to develop a healthy business in the fast growing New Jersey metropolitan district.

A Great Asset to the Industry

"We feel that ELECTRIC REFRIGERATION News is a great asset to the industry and we appreciate the work it is doing very much."—Albert E. Thornley, vice-president, Narragansett Machine Co., Pawtucket, R. I.

AMERICA'S MOST BEAUTIFUL REFRIGERATOR



MODEL G-1

Rhinelander Airtite Refrigerators are built to accommodate any Standard Electric Unit. These cabinets sell easily because they combine correct construction with rare beauty. Write for prices and information on how you can increase your sales and profits by handling Rhinelander Airtites.

Rhinelander Refrigerator Co., Rhinelander, Wis.

FEDDERS

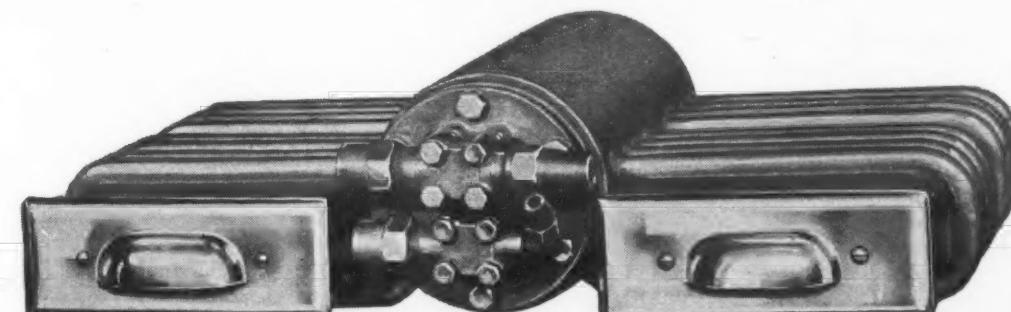
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BRINE TANKS
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The FEDDERS ORGANIZATION carries these attributes of a successful business always in mind. Our success depends on your success and while appreciating the splendid business given us in the past, we will strive to merit your continued approval by installing greatly increased production facilities and an engineering personnel. The Fedders Standard Appliances are dependable and are backed by a financially responsible and well organized Corporation which is keenly alive to its responsibility to the small machine Industry.



AIRWAY CONDENSERS

Making condensers and radiators has been our business for more than twenty years.

We will be glad to cooperate with your own Engineering staff in suggestions of a constructive nature to improve, if possible, the operating efficiency of your unit.

SEND FOR SALES BULLETINS

FLOAT EVAPORATORS

The Fedders line of float controlled evaporators, or boilers, is unsurpassed in appearance, or inherent quality of workmanship and materials. A greatly increased line of domestic boilers is ready for the market.

FEDDERS MFG. CO.

Buffalo, N. Y.

F. B. RILEY
Factory Representative
320 Beaubien St., DETROIT, MICH.

SCIENTIFIC METHODS DISCUSSED AT INTER- NATIONAL CONGRESS

The Fifth International Congress of Refrigeration, as arranged by the central Italian organizing committee of 50 eminent Italian scientists, engineers and army officials, under the chairmanship of Hon. Ferdinando Negrini, was held in Rome, Italy, April 9 to 15, with attendance from all European countries, Australia, Argentina, and the United States. Americans present were: F. Nickerson, Chicago; Gardner Poole, Boston; Conrad Young, Washington, D. C.; S. P. Stevenson, N. H. Hiller, L. B. Smith, and others. The next congress will meet in Argentina.

A paper by Junius H. Stone on modern insulating practice stresses the need of moisture exclusion, partly because of its ability to increase the rate of heat transfer and accelerate deterioration of insulating material, especially at and near 32° F. Asphaltic cements were advocated for seams and interior finishing, if produced from a proper base, not all such cements being suitable. Pure corkboard was advocated for temperatures below 45° F. In structural work, various sheet-form fibrous insulators were suitable for holding temperatures of 70° F., with mention of such an insulator of recent adoption being used on a steel frame, with the exterior of waterproofed stucco on metal lath.

The research laboratory of Massachusetts Institute of Technology was represented by a synoptical paper on methods of retarding corrosion in refrigerating plants as sponsored by a special committee under F. N. Speller for the American Society of Refrigerating Engineers, having in mind thermal transfer. For brine systems, the use of sodium dichromate decreased corrosion in bare and galvanized steel tanks the brines being of the calcium, sodium and calcium-magnesium types, and for open sodium brine tanks intermittent applications of disodium hydrogen phosphate in slightly acid or neutral brine. Fresh water condenser systems are protected by 1 in 20,000 solutions of sodium silicate or sodium dichromate, for both steel and iron assemblies. Paint films, rust and slime reduce thermal transfer efficiency in such systems. Sea water is best resisted by hot-dipped galvanized iron or steel, with chromium (at higher cost) practically non-corrodible.

Many practical European papers were submitted, among which were one by H. Corbin, Paris, on cooling and freezing of milk without injury or inversion of lactose; by H. Brier, Dartford, Eng., on properties and control of refrigeration by carbonic anhydride; by Profs. Tikhotsky and Tseretilov, of Russia, on fruit transport in insulated railway cars, and purely technical scientific papers on the structural changes of substances at low temperatures by an optical method of examination, by Prof. W. E. Keesom, the discoverer, with C. Corbetta, who submitted papers on the Carnot cycle, entropy and absolute zero, as examples.

ACCEPTANCE OFFICE FOR FRIGIDAIRE IS OPENED IN NEW YORK

15 from Dayton Organization
Took Charge on May 21

A New York branch of the Frigidaire and Delco Light divisions, General Motors Acceptance Corp., was opened in the General Motors Bldg., New York City, on May 21 with 15 former members of the Dayton organization in charge, according to an announcement by E. A. Ames, supervisor of branches of the Dayton, O., G. M. A. C. organization.

Frigidaire and Delco Light time payment financing for the New York district, New England, most of New York state, eastern Pennsylvania, New Jersey and Delaware will be cared for from this new office. L. B. Welton will be in charge of the office with H. W. Goltby as credit manager and M. W. Boering account manager.

Branches have already been established in San Francisco, Omaha and Dallas. A fifth branch is to be opened in Atlanta, Ga., in June.

It is stated that the number of accounts handled by the Frigidaire and Delco Light G. M. A. C. division has increased from 33,000 at the end of March, 1927, to 66,000 at the close of March, 1928.

**New Copeland Manager at
Evansville, Ind.**

S. B. Graves has succeeded Edward McGinnis as manager of the Copeland Refrigerator Sales Dept. of Anderson Beach, distributor, Evansville, Ind.

Results of Allison Display Please Roanoke Distributor



The Roanoke Engineering Sales Co., Roanoke, Va., recently appointed Allison distributors for the western portion of the state, report that the prospects obtained from the above display, at a show held during the latter part of April, far exceeded their expectations. The showing of a cut-away unit proved a good appeal they report. Officials of the company are Campbell C. Jacob and Harry L. Rosenbaum.

CARBON DIOXIDE ICE AS A REFRIGERANT KNOWN SINCE 1845

Development of Method Recalled by Patent Suit

In the decision of U. S. District Judge Marcus B. Campbell, of the Eastern District of New York, dismissing the suit of the American Patents Development Corp. (substituted for International Patents Holding Corp., and the Dry Ice Corp.) against the Carbice Corp. of America handed down on April 21, 1928 (E. 3119), the following references to the early development of solid carbon dioxide as a refrigerant are set forth:

Since 1845, solid carbon dioxide has been known to be one of if not the coldest elements ordinarily met with and having a temperature of -148° F.

It was also known long before the earliest date with which we are here concerned that solid carbon dioxide could be pressed into solid blocks, that when exposed to the atmosphere it sublimed, that is, it went into a gaseous state without passing through the liquid state, very slowly, and that notwithstanding its extremely low temperature, its evaporation caused the formation of an insulating layer of gas around the solid, which permitted it to be touched without danger.

With this knowledge its use as a refrigerant was naturally and logically suggested.

This clearly appears from the prior art, British patents No. 13,684 of 1891, to Tichborne, Darley, Geoghegan and Purcell, for an improved process and apparatus for the manufacture of solid carbonic acid, and 7,436 of 1895, to Elworthy and Henderson, for improvements in methods of solidifying carbon dioxide, United States patent No. 579,866, to Elworthy, for apparatus for solidifying carbon dioxide, issued in 1897, French patent No. 333,181 to Crepin, for device for preserving food stuffs and the like by means of cold produced by carbonic acid, issued in 1903, and 344,957, to Heyl & Co., for method of storing and shipping carbonic acid in solid state, issued in 1904, British patent No. 2,450 of 1906 to Elworthy, for improvement in processes of solidifying carbonic acid and apparatus therefor, and from the following publications offered in evidence:

Liquid Air, Sloane, 1900; Dictionary of Applied Chemistry, Sir Edward Thorpe, 1921; Laboratory Text Book of General Chemistry, Pellew, 1901; the Journal of the Society of Chemical Industry, 1892 and 1904; Treatise on Chemistry, Roscoe & Schorlemmer, 1898 and 1920; Spon's Encyclopaedia of the Industrial Arts, Manufactures and Commercial Products, 1879; Outlines of Chemistry, William Odling, 1870; Chemical Lecture Experiments, Newth, 1892; Elements of Chemistry, Graham, 1850; Dictionary of Chemistry, New Edition, Thomson, 1845-1850; Dictionnaire de Chimie, Wurtz, 1876; Berichte, 1884, Artificial Refrigeration, 1891.

There are certain inherent characteristic and physical properties of solid carbon dioxide, among which are the evaporation or changing of its state from the solid form to the gaseous state when exposed to the atmosphere, which change inevitably creates a surface layer of gas around the solid block of gaseous carbon dioxide; that carbon dioxide will permeate through any space or material with which it comes in contact unless the material be airtight and impervious to air or other gas, and that carbon dioxide in a gaseous state acts to some extent as a preservative.

United States patent No. 256,299, to Dickerson, for process of refrigerating and preserving meat and other articles, issued in 1882.

In fact, all that we know today about solid carbon dioxide pertinent to this suit, except perhaps its higher ratio of refrigeration as compared to water ice, was known many years prior to any date with which we are here concerned; and even if it has been found that such ratio is higher than 2 to 1, it is because of the inherent properties of the solid carbon dioxide, and not something which results from any improvement in manufacture by the plaintiff, or the teachings of the patent in suit.

In Charge of Electric Refrigeration at Mansfield, O.

M. E. Rhoads, formerly new business manager at Sandusky, O., for the Ohio Public Service Co., has been transferred to Mansfield, O., with charge of the electric refrigeration work there and in surrounding territory.

Mueller

FORGED

3-WAY REFRIGERATOR VALVE FOR MULTIPLE INSTALLATIONS

This valve is forged in one unit thereby eliminating the possibility of leaks at joints or where nipples are generally used as outlets.

Couplings are furnished so that these valves may be assembled in close groups for manifolds.

The superiority of Mueller forged Valves and Fittings is well known. They are always in stock for prompt shipment.

Mueller Refrigerator Valves or Fittings can be made to suit your special requirements.

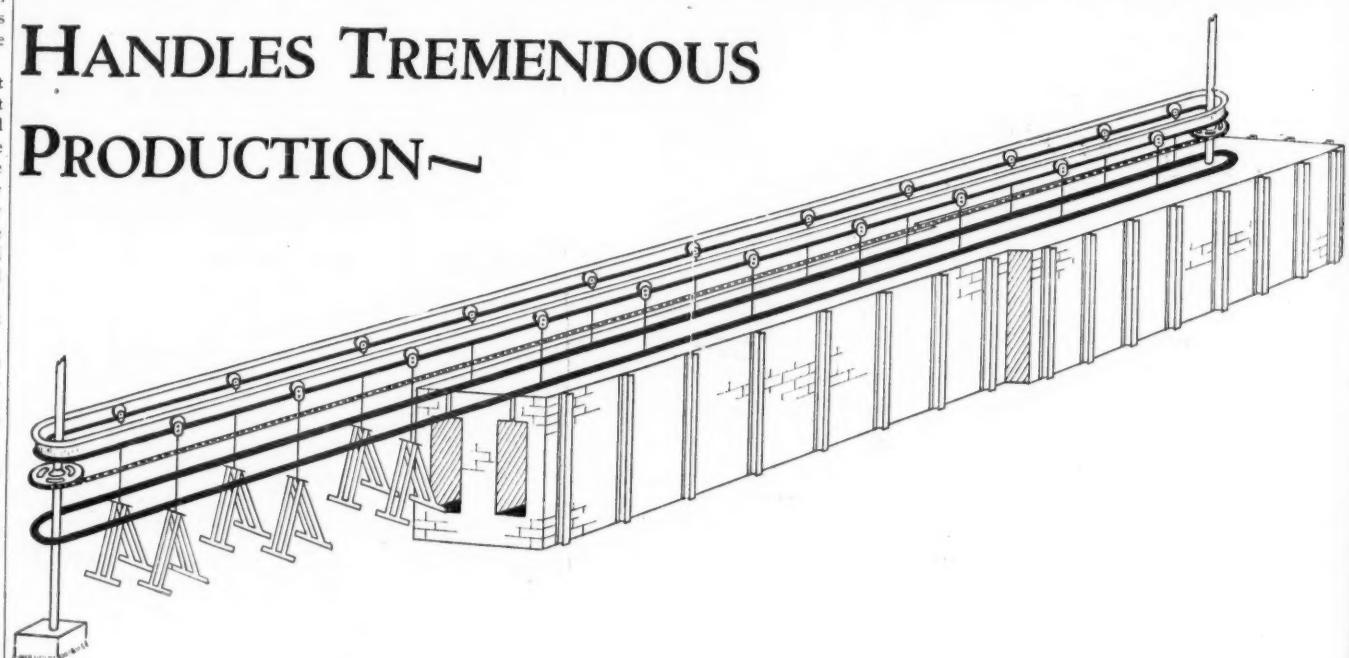
Send us samples or blue prints for quotation.

Mueller Brass Co.

PORT HURON, MICH.

THREE GENERATIONS OF BRASS MAKING

FERRO-MANION CONTINUOUS FURNACE HANDLES TREMENDOUS PRODUCTION~



REFRIGERATOR Manufacturers who are interested in the production of their own porcelain enameled liners and parts will be interested in the latest development in the Continuous Furnace field.

The "Ferro-Manion" Semi-rotary Continuous Furnace may be so located that the front end is flush with the wall of the building, the furnace itself being built out of doors, protected by a corrugated iron shed. Chain can be extended from front of furnace into building as far as necessary to accommodate enamel sprayers and dippers.

The fuel consumption of this furnace, producing 3000 square feet of ware per hour, the ware being 20 and 18 gauge mixed, is approximately 25½ gallons.

In one plant, it replaced eight box-type furnaces. The saving in labor and fuel alone figures about \$400.00 per day. These furnaces can be operated by gas, oil or electricity, are extremely well adapted to refrigerator work, and can be constructed in various sizes, depending upon production requirements. Write us today for prices and complete information.

The FERRO ENAMEL SUPPLY COMPANY

CLEVELAND, OHIO

U. S. Dept. of Commerce Surveys World Markets for Electric Refrigeration

Exports Show Strong Seasonal Demand—Australia Leads in Imports from the United States

By Charles H. Ducote, Electrical Equipment Division.

A REMARKABLE increase in the export trade in American electric refrigeration equipment has been made in the past few years. The new classification designated "Refrigeration sets up to 1-ton capacity," started last year, shows exports, during 1927, valued at \$3,684,981. Previous to 1927 electric refrigerators were placed under the classification "refrigerators." As total exports of the latter class for 1926 were valued at \$1,443,732. The great increase that has taken place is in the amount of small electric refrigeration equipment shipped from the United States to foreign countries.

Sales of domestic electric refrigerators have shown a large increase in the domestic market, but figured on a percentage basis the rate of increase has not been so great as in export sales. It has been estimated that 248,000 domestic electric refrigerator units with a value of \$65,200,000 were sold in 1926, and 365,000 units valued at \$82,125,000 in 1927.

Principal Markets for American Refrigerating Equipment.

The following table shows the value of exports of refrigerators and refrigerating sets up to 1-ton capacity, by principal countries of destination:

United States Exports of Refrigerating Equipment

| Country of destination | Refrigerators | | | Refrigeration sets up to 1-ton capacity, 1927 |
|-----------------------------|---------------|-----------|-------------|---|
| | 1924 | 1925 | 1926 | |
| Total to world markets..... | \$370,596 | \$536,297 | \$1,443,732 | \$3,684,981 |
| Belgium..... | 925 | 6,189 | 95,542 | |
| Denmark..... | 218 | 720 | 523 | 91,242 |
| Germany..... | | | 8,962 | 178,761 |
| Italy..... | 366 | 2,117 | 23,433 | 135,285 |
| Spain..... | 313 | 58 | 7,903 | 82,774 |
| United Kingdom..... | 16,638 | 38,398 | 222,167 | 419,368 |
| Canada..... | 11,188 | 41,834 | 289,455 | 334,986 |
| Cuba..... | 196,267 | 219,286 | 201,855 | 34,067 |
| Mexico..... | 34,283 | 34,238 | 54,015 | 80,090 |
| Argentina..... | 7,987 | 23,244 | 73,056 | 186,479 |
| Brazil..... | 2,779 | 4,168 | 58,336 | 236,733 |
| Colombia..... | 2,807 | 10,893 | 12,421 | 20,249 |
| Uruguay..... | 1,591 | 7,423 | 26,037 | 67,346 |
| British India..... | 2,260 | 2,233 | 6,881 | 125,845 |
| Philippines..... | 807 | 3,671 | 22,953 | 115,260 |
| Australia..... | 4,807 | 28,829 | 169,286 | 587,437 |
| British South Africa..... | 19,658 | 19,428 | 34,020 | 185,827 |

The figures for the years 1926 and 1927 are not comparative on the same basis, as they represent different groupings of equipment. The columns 1924, 1925, and 1926, however, are comparative, and show consistent and large increases in exports of refrigerators to almost all countries. This growing export trade would seem to indicate an increasing demand for ice as a household necessity, and a good percentage of the users may be regarded as potential buyers of electric refrigerators.

Demand for Refrigerating Equipment Seasonal.

That the demand for small refrigerating equipment changes with seasonal temperature variations is shown by the accompanying curves, representing the month to month value of exports of refrigerating sets up to 1-ton capacity to certain zones of the world. The distribution of the various countries within the zones is the same as that shown on a map on the inside front cover of the March 12 issue of *Commerce Reports*. On this map the whole area of each country was shown as being in that zone of climate, obtaining in that section of the country, which receives most of the exports of apparatus, such as electric fans and small refrigerating equipment, for which there is a decided seasonal demand.

The curve of total fan sales by months being, as it is, a resultant of the four zone curves, has no pronounced peaks, as are shown, for example, on the curve for the North Temperate Zone. The main factor responsible for this condition is that in the different zones seasonal demand occurs at different times in the year. This should be of interest to manufacturers, as it tends to flatten the production curve, and indicates that a proper consideration of seasonal demand curves should be of use in a determination of the proper time to intensify sales effort.

Markets in the North Temperate Zone—United Kingdom.

By far the largest market for small refrigeration equipment exists in countries in the North Temperate Zone. In 1927 exports of refrigerating sets up to 1-ton capacity to the value of \$1,682,48, or about 45 per cent of the world total, were taken by countries in this group. The United Kingdom leads the group with a total of \$419,368.

The use of ice in Europe, although

nearly so great as it is in the United States.

In spite of the difficulties of high initial cost of installation and climatic and other factors the possible ultimate development in this field is worthy of the attention of manufacturers. Most of the competition in the United Kingdom is among British and American concerns already established.

Demand for Equipment Increasing in Canada—Germany.

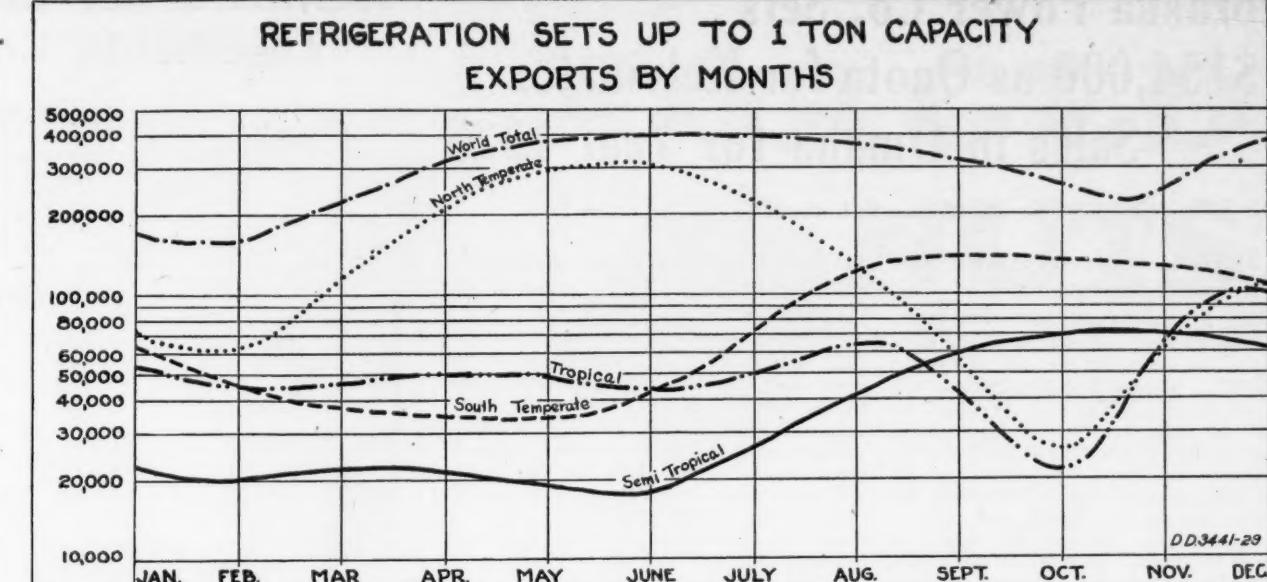
The demand in Canada for electric refrigeration equipment for use in hotels, apartment houses, stores, and private homes, is increasing. Cheap power is available throughout a large part of the Dominion, making it one of the best markets for electrical devices. The people of Canada maintain the same standard of living as in the United States and extensive use of ice and refrigeration is known throughout the country. Prices of the various refrigerators for household use vary from \$260 to \$1,500. Sales methods employed in marketing these products are similar to those used in the United States.

It has been estimated that in Germany not more than 1 family in 10 is provided with an ice box. However, the use of refrigerators is increasing slowly and already many households and food shops and other such establishments are aware of the advantages of a simple and scientific system of refrigeration. With improvement in economic conditions in general an important market should be developed for such equipment. Under present conditions, the small average income does not provide a surplus sufficient to warrant the purchase of costly apparatus.

Sales Limited in Italy, Denmark, Norway and Sweden.

A large part of Italy lies in a region where fairly warm weather during the summer months makes necessary the use of artificial ice as a means of obtaining refrigeration. Many of the people do not use ice at all, however, depending on the ice boxes of the butcher shops and dairies. In some centers, as in Naples, the retail price of ice is high, about \$1.35 per hundred pounds, a factor which contributes to an increase in the use of electric refrigeration in stores and private homes.

The refrigerating and ice-making industry in Denmark is large and is growing steadily. It is able to supply not



only the domestic market but also has an important export trade. The demand for refrigerating equipment is limited, as the climate is cool and perishable food is not usually stored, fresh supplies being available and consumed each day. The introduction of small electrically operated units, however, has met with considerable response and a further demand may be anticipated.

Climatic conditions in Norway and Sweden do not make the use of ice imperative, even during the summer months, although a great many people, especially in the cities, have small ice boxes. The use of ice appears to be growing, and, as the standard of living in these countries advances, a fair volume of electric refrigerating equipment will doubtless be in demand. American manufacturers will meet considerable competition in Scandinavian countries from the Swedish Electrolux products.

Foreign Homes Use Refrigeration in China.

The market for refrigerating and ice-

making machinery of small capacity in North China is very limited. The buying capacity of the general public is small, and the high cost of the installations restricts the demand. Farther south, especially in the region about Shanghai, many hotels, restaurants, cafes, clubs, meat shops, etc., have been equipped within the past few years with electric refrigerating plants. In many private homes ice machines are also being installed. It is said, however, that almost without exception the foreign homes, clubs, and business establishments, and not the Chinese, are the users of this modern refrigeration equipment.

Markets in South Temperature Zone—Australia.

United States exports of refrigerating sets up to 1-ton capacity to countries in the South Temperate Zone in 1927 were valued at \$911,209. Exports to Australia reached the highest total to any country and were valued at \$587,437. Ice is not so widely used in Australia

as in the United States, though the people are more accustomed to it than they are in Great Britain. Ice boxes are not regarded as indispensable in the household, although their use is widespread. A good market for electric refrigeration equipment has existed in Australia for some time, products of American manufacturers meeting with particular favor.

Small but Growing Market in New Zealand.

Only a small percentage of the people of New Zealand keep refrigerators in their homes, ice water is seldom served in even the best hotels, and the consumption of iced drinks is limited. Recently dealers in household refrigerating units have been successful to a considerable degree in placing their equipment in representative households, and there is every indication that the demand will increase. The strong selling point of the electric refrigeration has been that of keeping the food at a temperature lower and steadier than when it is cooled

(Concluded on next page)



The most modern annealing equipment in the industry

SEAMLESS TUBING PRODUCTS

Aluminum, Copper, Brass

Coils and bends of all dimensions—all shapes—especially designed—or made exactly to your specifications in record time. Send samples or blue prints for prices.

WOLVERINE TUBE CO.

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Sales Offices: Cleveland, Chicago, Atlanta, Los Angeles, Denver, Rochester, N. Y., Dayton, Ohio, New York City, Dallas, Texas.

Nebraska Power Co. Sets \$154,000 as Quota for Kelvinator Sales in Omaha for Year 1928

By Charles P. Rodman.

OMAHA with a population of 218,000 and eight separate electric refrigerator companies doing business in the city is seeing some lively hustling by sales managers this year. Nebraska Power Co., selling Kelvinator, has fixed his quota for the city of Omaha at \$154,000. "That," said Mr. Davies, "will mean we must sell 525 units provided we sell at as high average as last season. Last year the sales averaged \$294 each."

To make his quota, Mr. Davies is allowed ten salesmen. Of these seven are domestic, one on apartments and two on commercial work. So far this season he has made the quota. In addition to Omaha, Mr. Davies will handle the sales of Kelvinator in twenty outside towns now supplied with power by the Nebraska Power Co.

"I still believe there has not been enough educational work done in advertising to warrant the top in sales of electrical refrigerators. Of course," said Mr. Davies, "the Nebraska Power Co. does considerable advertising in the papers of the city. With the service statements of the power company small circulars on Kelvinators were recently enclosed. These went to 60,000 possible users."

The Nebraska Power Co. uses a model electrical kitchen to display and operate all electrical kitchen equipment. Ladies are invited to a lecture and actual demonstrations are given of just what can be done with the electric refrigerator. The lady in charge will end the lecture with an invitation to try an ice or some salad prepared by using Kelvinator. It aids in sales and many prospects are secured at the meetings who later purchase.

U. S. DEPT. OF COMMERCE SURVEYS WORLD MARKETS FOR REFRIGERATION

(Concluded from preceding page)
in other ways by manufactured ice, and also because of the dryness of the air in the electric refrigerator. The completion of electric power projects under construction should open up a further market of interest to American manufacturers.

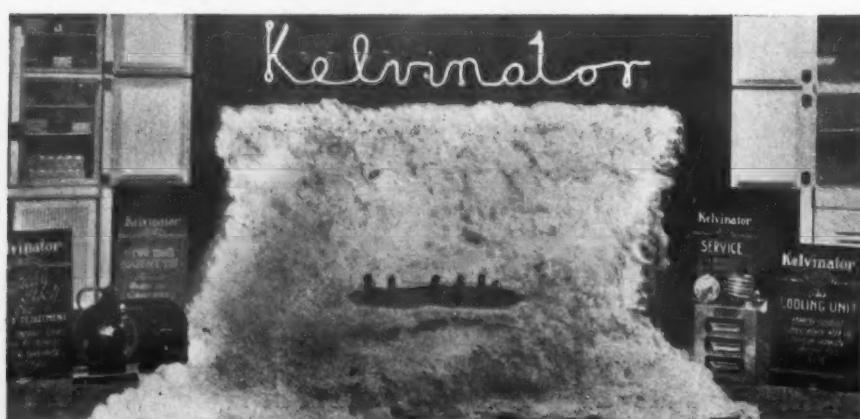
Good Prospects in Argentina.

The use of ice in Argentina is limited as a rule to the homes of the better classes, but even there the consumption is not extensive. Ice boxes are on sale by local retailers in the larger cities and apparently the use of them is increasing. Within the past two years a number of artificial refrigerating systems, mostly of American manufacture, have been placed on the market, and it is noted that they are gradually gaining in popularity. The field for small electric refrigerating equipment is promising when the hotels, meat markets, sweet shops, bakeries, restaurants, cafes, bars, and private homes become interested in equipment of this kind. One disadvantage is that electric service during the daytime is confined only to the large and more important towns.

Markets in the Semi-tropical Zone.

The value of exports to countries in the semitropical zone was \$426,901 in

Ice Skaters Attract Crowds to Kelvinator Display of Southern Public Utilities Co.



Display at Greenville, S. C. Branch of Southern Public Utilities Co.

The center of attraction in the most effective window display of the year by the Greenville, S. C. branch of the Southern Public Utilities Co. is shown in the accompanying illustration. Realizing the value of some sort of action in any window display, L. C. Dobbins, a new comer to the sales force, worked out the idea of a skating rink with miniatures actually moving around on the ice.

The ice was in reality a mirror. Eight or ten of the little figures were made to skate on the ice, this action being accomplished by means of revolving electric magnets placed on a disc directly beneath the glass. The disc was attached to a

Kelvinator and Oil Heater Presented Together by Chattanooga Firm



The combination heat and cold appliance business has proved a good one for the Daugherty Supply Co., Chattanooga, Tenn. An effective presentation of the two lines at a Better Food Show held during the first week in April appears above.

In Ecuador and Colombia, and particularly the latter, the demand for ice and ice boxes, although confined at present to the wealthier classes, is expected to extend more and more among people of moderate means. Sales effort should be confined mainly to the large coastal cities where dependable electric current is supplied during the daytime.

India Offers Prospective Market.

Notwithstanding the hot climate of India there is relatively little ice used in the country. Refrigeration is making some advances in most of India and though progress has not been rapid the future may be viewed with optimism. Electric household refrigeration equipment has been introduced and there is fair prospect for considerable extension of the trade. There are in Burma about 40 ice-making plants operated in connection with aerated water and non-alcoholic beverage manufacturers. In Rangoon there is only one cold-storage plant. Although the present use of ice-making machinery is confined to but a few of the larger cities, especially where there are white residents, several of the ice-making plants in Rangoon ship ice to a number of the upcountry towns. The demand for ice is growing and a market could undoubtedly be created for ice-making plants of small capacity. Sales of electrically operated equipment will, of necessity, be confined to the small number of towns where electrical current is available. The best demand will come from cafes, restaurants, and clubs catering to the white population, inasmuch as the initial cost of a refrigerator would be too high for most private families.

Former Traction Official Takes Dealership for G. E. at Lincoln, Nebr.

O. J. Shaw, formerly president of the Lincoln, Nebraska, Traction Co., has been appointed by the Storz Western Auto Supply Co., of Omaha, to take over the distribution of General Electric refrigerators in Lincoln. Associated with Mr. Shaw is Arthur McMaster, recently with the Iowa-Nebraska Light and Power Co., who has charge of sales. This new company will continue to operate the General Electric refrigeration store at 138 South Thirteenth Street, Lincoln. This is for the city of Lincoln. The Iowa-Nebraska Power Co. will sell G. E. machines in all the territory south of the Platte in Nebraska in all towns where electrical service is supplied by the company.

Wirfs Gasket Subjected to Tests by Gibson and Haskelite Companies

The E. J. Wirfs Organization, St. Louis, Mo., reports that in a test on Wirfs Airtite gasket at the plant of the Gibson Refrigerator Co., Greenville, Mich., the door of a refrigerator with a Wirfs gasket attached was slammed more than 400,000 times, without showing wear or depreciation in the efficiency of the gasket.

The manufacturer also calls attention to the fact that a Wirfs Airtite gasket was used in the Plymetal refrigerator door test conducted by the Haskelite Manufacturing Corp., of Grand Rapids, Mich., where a door was subjected to 50,000 slams.

Van Allen Co. to Direct Advertising of Norge and Valerius

Gordon Muir, vice-president of the Van Allen Co., Chicago, Ill., announces the appointment of that agency to direct the advertising of Norge Corp., Detroit, Mich., and Valerius Corp., Jefferson, Wis.

"I DO NOT CHOOSE TO RUN" SAYS PRESIDENT WOODBRIDGE

"I do not choose to run," was the statement made by C. K. Woodbridge, president of Kelvinator Corp., on May 15, just before he sailed on the steamship Berengaria for Europe, in reply to a question as to whether or not he desired a fourth term as president of the International Advertising Association.

Mr. Woodbridge goes to Europe for a brief stay where he will assist in the development of the constitution and plans for the organization of the Continental Advertising Association in Paris. He will also devote a portion of his short stay to the interests of Kelvinator.

Recommends the News to Dealers

"We are always interested in your magazine and anticipate with pleasure each new issue. We recommend ELECTRIC REFRIGERATION NEWS to our dealers, especially the new ones, in order that they may keep informed on the business"—E. L. Hurlburt, Hurlburt Supply Co., Springfield, Missouri.

Juruick REFRIGERATION

—for every commercial requirement

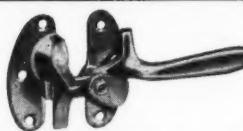
The Juruick is a profitable proposition for dealers who can handle a complete line of refrigeration for every commercial requirement. Set the thermostatic control—"turn the switch"—and the Juruick automatically provides just the degree of cold required, day after day at minimum cost. Such is Juruick service.

Desirable territories are still open for responsible dealers

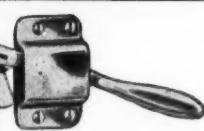
AMERICAN ENGINEERING COMPANY
2403-13 Aramingo Ave., Philadelphia, Pa.

LASSEN — TEMPERATURE — CONTROLS

POSITIVE RANGE AND DIFFERENTIAL ADJUSTMENT
NON-DETERIORATING MERCURY TUBE SWITCH—MEET ALL REQUIREMENTS
GOODNOW & BLAKE MFG. CO. 3840 BEAVER STREET DETROIT, MICH.



Patented—Springless Automatic Builders of Distinctive Refrigerator Hardware for



Electric Refrigeration

WINTERS & CRAMPTON MFG. CO.
GRAND RAPIDS, MICH.

SPECIFY ANSUL SULPHUR DIOXIDE

Write Us—
There is a Satisfied User Near You

The Product With a Factor of Safety

ANHYDROUS SULPHUR DIOXIDE
Absolute Protection for Refrigeration

ANSUL CHEMICAL COMPANY
MARINETTE, WIS.

Canadian Distributor: Grasselli Chemical Co., Ltd.
Toronto—Montreal

Electro Kold Makes

Unit household refrigerators...frost tanks and frost units...multiple control systems...water coolers...ice makers...cooling systems for step-in boxes and display cases...refrigerating pipe units...refrigerating sections...ice cream cabinets...fountains...root beer coolers...ice trays and grids...special systems for special jobs. The Electro-Kold Corporation, Spokane, Wash., U. S. A.

ELECTRO-KOLD

Since 1922—the simplest electric refrigerator.

HOW STATEN ISLAND EDISON TRAINS WOMEN HOME-SERVICE WORKERS

W. G. Burrill, commercial manager of the Staten Island Edison Corp., a subsidiary of the Associated System, gives women service workers a course in training in company policies, rates, and routine, before their commencing of active field work. Because of their training in care and operation of the electric appliances sold, these women are competent to demonstrate all devices, leaving salesmen entirely free to sell.

Part of the duties of the personnel is to have these women call on customers to learn to what extent they use electric service, what appliances they have or can use, and to report to the sales department. These personal visits are supplemented by direct-mail pieces, they advertise various appliances, give recipes for waffle iron and electric range, and for electric refrigerator dainties. The staff members also address women's clubs, church societies, parent-teacher associations, etc., on these subjects, as well as conduct classes in the public schools, when children are taught how to use electric washing machines, irons, and meter reading and fuse replacement.

DISCUSSES ELEMENTS IN COST OF ELECTRIC CURRENT DISTRIBUTION

Delivery at a Specified Point and Time Forces Rates Up

Speaking before the national convention of the League of Women Voters at Chicago, Ill., on April 24, Samuel Ferguson, president of the Hartford Electric Light Co., Hartford, Conn., declared: "I can raise no possible objection to being regulated by any fair minded body, whether state or federal, provided that body could devote itself exclusively to regulating me according to local needs, but if in a rapidly changing industry the rules and regulations necessary for my locality must also conform to the rules required by the vastly different California, Illinois or Maine and be consistent all over the country, you can readily see that we will be enmeshed in a hopeless snarl of red tape."

Referring to the cost to the power company of delivering its product to the consumer, Mr. Ferguson said:

"The big item of cost is that of delivery to a specified point at a specified time. If customers could come and get power at the station, we would make a larger profit by giving them twenty kilowatt hours for 40 cents, than we can by charging \$2 for delivering the same 20 kilowatt hours to their homes at the exact hour when they wish to use it."

"Consider the single item of delivery cost which is represented by the pole line running down the street, averaging \$30 to \$60 per pole, including wires, etc. This is also the reason for a large part of the differences in costs of serving different communities. In some communities there may be as many as three customers per pole to divide the cost of each pole. In others there may be 5 or 10 poles per customer, or a difference exceeding the famous 16 to 1 ratio. The cost at the switchboard, therefore, is only a very small fraction of the cost of cur-

rent delivered to the home in small amounts.

"It is difficult for the layman to understand why I cannot deliver 10 kilowatt hours to a house for a dollar without losing money (which loss has to be borne by some other customer), and yet that I should be able to sell large quantities of power, at such times as suited my convenience, for ½¢ per kilowatt hour (cost of fuel only) without loss, provided it were practicable for the customer to come and get it. But the economic reasons for this apparent contradiction are there and cannot be controverted by any amount of ridicule. So it is with Muscle Shoals, also with Boulder Dam, that the prominence given to the smallest item of our costs will distort the true picture."

"We believe that your periodical is the best of its kind and covers every desired channel."—L. D. Greenfield, president, Electro-Vacuum Refrigerator Co., Inc., 202 East 43rd St., New York City.



W. M. Walsh

Merchandising Manager, Connecticut Light & Power Co., Hartford, Conn.

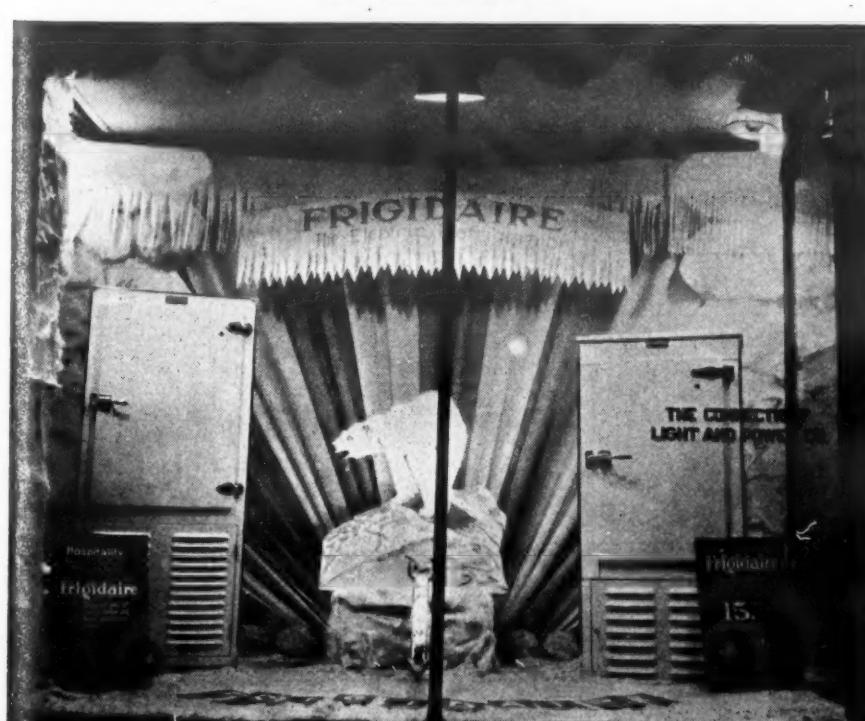
CONNECTICUT LIGHT & POWER CO. HAS SOLD 615 TO DATE—QUOTA 1000

Extensive Newspaper and Direct Advertising Used

The Connecticut Light & Power Co., Hartford, Conn., in their Frigidaire campaign of 42 working days installed 393 Frigidaires, attaining 96½% in excess of the campaign quota of 200 machines. The annual quota for 1928 is 1000 Frigidaires, of which 615 sales are already made during the first 4 months of the year. Total sales in 1927 were 813 machines. The "tremendous increase in electric refrigeration business" is marked by W. M. Walsh, merchandising manager of the company.

"Butchers, grocers and dairymen are reducing food waste, protecting customers and attracting new trade by installing Frigidaire," is the headline of a newspaper advertisement featuring the names of merchants so equipped by the Connecticut Light & Power Co. Other advertisements in local papers make a special offer to householders "\$15 down—18 months to pay the balance." Four-page letters are mailed to customer lists throughout the territory served which includes Waterbury, Naugatuck, Seymour, Woodbury and Watertown.

Polar Scenes Continue to be the Popular Window Appeal



The recent successful campaign of Connecticut Light & Power Co., which ran 96½% over quota was supported by this and similar window displays. 615 Frigidaire sales have been made by the company in the first 4 months of 1928.

ASSOCIATED GAS & ELECT. PUSHES "HOME SERVICE"

Under direction of Ruth C. Carlington, the Associated Gas & Electric system methodically educates housewives to use electricity and gas to make housework easier, more enjoyable, and more efficient, educating in these service possibilities rather than selling the appliances, and securing intimate personal contact to insure cordial and satisfactory relations between consumers and the power company.

The home-service activities refer incorrect installations and wiring troubles to the proper department where these are not caused by incorrect use of the appliances, teach meter reading, encourage and make possible through lectures and the use of home cooking against canned, restaurant or hotel food, and even lay the background for customer ownership of company securities and stocks. The home-service section, thus, "feeds" the new-business, merchandise, financing, and other departments, besides encouraging greater use of gas and current, but in economical ways, and is the personal and diplomatic point of contact between women and their households and the company itself, hundreds of such contacts being made each week. The existence of the home-service department is a valuable sales asset, played up by the advertising of the system.

FAIRFIELD COUNTY, CONN. G. E. SALESMEN AFTER REX COLES PRIZE MONEY

Allen Brothers, Inc., Bridgeport, Conn., General Electric distributors, held a dinner recently at the Stratfield Hotel for 30 salesmen and dealers in the Fairfield County district.

Charles J. Collins, sales manager for Allen Brothers, acted as toastmaster and introduced Rex Cole, metropolitan New York distributor. Mr. Cole announced \$2,500 in prize money to be distributed among local salesmen, including those selling in Fairfield, Redding, Westport, Danbury and other suburban towns. The quota for this section is 500 refrigerators during the May and June period.

Among those present were: Philip E. Allen, Everett W. Allen, H. G. Feydt, Danbury; R. H. Ives, Fairfield; E. J. Lane, of the D. M. Read Company, Bridgeport; J. Harold Sanford, Redding; Robert Staines; Rex Cole, Maurice E. Pipkin, New York; Fred Harvey, General Electric Co., Schenectady; L. K. Almy, C. E. Wyrtzen, J. A. Bulmer, R. M. Ford of the W. M. Terry Co., Bridgeport; B. J. Arnold and George Serre of the D. M. Read Co., Bridgeport; Ralph G. Hurd, H. Kuydendall, C. M. Daly, S. P. Kish, D. A. Berg, M. S. Dayton, J. B. Berglund, A. B. Jerauld and R. A. Burke.

WEST TEXAS DISTRIBUTOR EMPLOYS SALES LADIES

John B. Baker, Lubbock, Texas, Kelvinator distributor for the Plains area of West Texas, operating under the business title of Kelvinator-West Texas Co., is developing a fertile field for electric refrigeration.

Mr. Baker began his wholesale activities by opening a headquarters at Lubbock in the latter part of December, 1927. He has since sold his initial load of Kelvinators.

The retail store at Lubbock is under the management of Mr. Baker, who has had considerable success employing women as salesladies. One woman established the enviable record of five sales in five days. These ladies are married and work for a small salary plus commission.

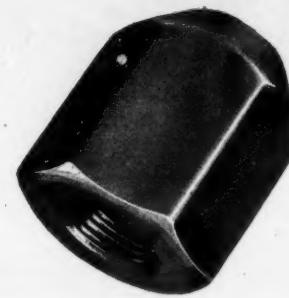
Gulf States Utilities Demonstrates G. E. at Cooking School in Port Arthur, Tex.

During 4 days in April the Gulf States Utilities Co. operated a cooking school under auspices of the Port Arthur News, (Texas) with an attendance of 4,000. A model 9 General Electric refrigerator was displayed on the stage, and a center of attraction, packing the Elks theater building. An R-5 was presented by lot during the course of the school. Sales are in charge of Pat Bishop and "Shorty" Waltrip, representing the company.

43 New Dealers Appointed for Copeland in Kansas and Missouri

Forty three new dealers in Kansas and Missouri were announced this week by the Copeland Sales Company of Detroit. These dealers will operate under the Western Radio Co. of Kansas City, Mo., the distributing organization of that section.

FORGED NUTS



For
Connecting Brass and Copper Tubing

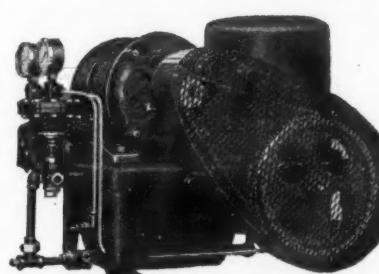
Commonwealth nuts of forged brass are especially designed to withstand the expansion and contraction caused by temperature variances in iceless refrigeration installations.

We manufacture a complete line of forged fittings for mechanical refrigeration requirements. Each fitting is carefully inspected, and those having external tubing seats are individually wrapped. These fittings will not leak gas, air nor liquids under mechanical pressure.

COMMONWEALTH BRASS CORPORATION
DETROIT 5781-5835 COMMONWEALTH AVE. MICH.



Refrigeration Dealers— Here's a Money-Maker!



FACTS ABOUT THE EXCELSIOR LINE

Standard ammonia type; neat, compact, quiet, automatic; silent chain or belt drive; steel construction; twin cylinder compressors; baked enamel finish; every machine backed by a manufacturing organization internationally known for the high quality of its products.

Excelsior Motor Mfg. & Supply Co.
3708 Cortland Street
Chicago, Ill.



Wirfs Gasket assures Electrical Refrigeration Efficiency

An electrical unit can only be as efficient as the box in which it is installed. Poor door contacts on wood or metal boxes mean that any unit will have to operate a greater number of hours to maintain an efficient refrigeration temperature. This means added operating cost.

Wirfs PATENTED "AIRTITE" Gasket

Keeps the cold air in and the warm air out and maintains the proper zone of refrigeration with fewer operating hours. Wide awake dealers have found that it usually clinches the sale. Most manufacturers supply boxes equipped with Wirfs; write us for their names and a sample.

E. J. WIRFS ORGANIZATION, Inc., 135 S. 17th St., St. Louis, Mo.

GERMAN MAKING STUDY OF AMERICAN ELECTRIC REFRIGERATION METHODS

"Americans do things well, and Germany is eager to follow," says Carl Fink, Jr., son of one of Germany's leading refrigerator manufacturers, now in America expressly to study American methods of electric refrigeration. "Germany at least recognizes the worth of American methods of production and salesmanship, and we are glad to study your plants, accept your services, and co-operate with you in a way which will be mutually profitable. We Germans are glad to use foreign goods, but we would rather do business with a German representative of an American company than an American sent over by his firm."

Herr Fink intends to remain in America for some time studying efficiency methods, the American language, and mastering the details of electric refrigeration, to return to Germany qualified as an expert. He is now taking a course in the mechanics and servicing of electric refrigerators at the Copeland plant in Detroit, to be followed by a comprehensive study of American sales methods.

Many apartment buildings in Germany are now equipped with electric refrigeration, with the smaller sizes most popular. It is a promising field, and is now well-advanced as a market.

GENERAL ELECTRIC WATER COOLER ANNOUNCED AT DALLAS DEALER MEETING

More than 100 General Electric refrigerator dealers of North Texas assembled in Dallas during the first week in May for a sales meeting held by the A. C. Rogers Co., distributor for Dallas and forty-four Northeast Texas counties. A. C. Mayer, manager of the merchant's service division of the electric refrigeration department of the General Electric Co., Cleveland, Ohio, gave the principal addresses at the meeting.

Among others who discussed sales problems with the local dealers were H. A. Cheatham, recently named district manager for Texas, Oklahoma, and Southern New Mexico; A. C. Rogers, president of the A. C. Rogers Co.; Robert Williams, A. B. Elder, Everett Watson, and W. F. Whitley.

Mr. Mayer, of the Cleveland office, expressed his satisfaction with business conditions in the southwest and with the progress of General Electric sales in that territory. He also told the dealers of the \$2,000,000 set aside by the General Electric Co. for electric refrigeration research on the development of plants which will cool the home as well as the food. He also stated that a new water cooler is to be put on the market in June by the General Electric Co.

SUGGESTS A DIRECTORY OF LOW SIDE EQUIPMENT

Expressing appreciation of the valuable service rendered by ELECTRIC REFRIGERATION NEWS in presenting photographs and data on the high-side equipment of manufacturers in the April 25 issue, Paul Kluro, of the Duquesne Electric Shoppe, Duquesne, Pa., suggests that similar data on low-side units be published.

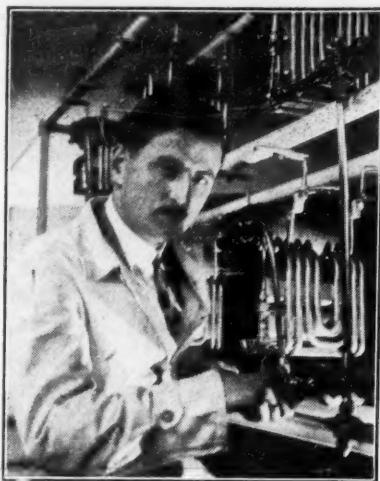
As a service to its readers, ELECTRIC REFRIGERATION NEWS plans to collect this information on coils, tanks and low-side accessories for presentation in an early issue.

Cleveland Distributor Uses 'Phone Girls In Window Display

The William F. Gray Company, 1371 Euclid Ave., Cleveland, Ohio, Frigidaire distributor, has attracted considerable attention to its store window by placing two young ladies at desks in the window, each provided with a telephone, who spend the day going through the Cleveland telephone directory calling homes and inquiring, "What method of food preservation do you use?" The girls then explain the merits of electric refrigeration. It is stated that 6 per cent of those called are prospective buyers and that one per cent already have purchased electric refrigerators.

Fort Worth, Texas, Distributor Gets Enlarged Kelvinator Territory

The Southwest Builders Supply Co., Fort Worth, Texas, the first Kelvinator distributor in the state, has recently been given several new counties in the southwestern portion of the Lone Star state.



Carl Fink, Jr.

A youthful German visiting America to learn practices, efficiency methods, servicing and American sales methods in the electric refrigeration industry. His father's firm is the German representative for Copeland Products, Inc.

ALTON LT. & PWR. CO. PLANS TO DOUBLE KELVINATOR SALES

The Alton Light & Power Co., serving 8350 wired homes in 30,000 population, has increased 1928 advertising to \$1,000, against \$800 in 1927. They report 18 domestic Kelvinator sales in 1927, and a quota of 35 units for 1928.

G. P. & F. ALUMINUM TRAY HAS INDIVIDUAL FREEZING CUPS

A variation of the ice cube idea is offered in the aluminum drawer designed and produced by Geuder, Paeschke &



Frey Co., of Milwaukee. This tray or drawer has twenty-one individual cups making it possible to produce different kinds and colors of ices or sherberts in one tray and at one freezing. This particular drawer is only one of many possible designs.

H. C. McElroy Elected a Director of General Electric Co.

Henry C. McElroy, president of the Union Savings Bank and the Union Trust Co., both of Pittsburgh, was elected a director of the General Electric Co. at an organization meeting of the board held in Schenectady, May 8. The stockholders, at their annual meeting held that morning, authorized the additional director, increasing the total from 20 to 21. Other directors were re-elected. Mr. McElroy is a director of the Mellon National Bank of Pittsburgh and of the Pittsburgh Chamber of Commerce. Gerard Swope, president, and all other officers of the company, were re-elected.

Dayton Frigidaire Branch Holds Food Preservation Show

A food preservation show was held at the Dayton, Ohio, Frigidaire sales branch from May 16 to 19. Accompanying the display of Frigidaire domestic units, freezing coils and commercial compressors was a pictorial review of the history of refrigeration.

The show was open day and evening under the supervision of W. D. Sullivan, manager. Lecturers explained the exhibit and musical programs were given at intervals. Approximately 1000 people visited the show on the opening day.

Corrections

In the listing of the Wolfe Engineering and Mfg. Co., Inc., in the Electric Refrigeration Machine Directory, which appeared in the April 25 issue, the address of this company was omitted. The listing should have appeared as follows: Wolfe Engineering and Manufacturing Co., Inc., 1408-14 Vernon St., Harrisburg, Pa.

On page 12 of the May 9 issue of ELECTRIC REFRIGERATION NEWS an article appeared under the heading "Distribution of Isko machine to have national scope." The use of the name Isko in connection with the Electro-Vacuum Refrigerator Co., Inc., was incorrect. The manufacturer writes: "We have nothing to do with the Isko Company and the refrigerating units which we are now bringing out are known as Electro-Vacuum, instead of Isko."

Home Light Co., at Jasper, Minn., Will Sell Refrigerators

This company, selling to 300 wired homes in a territory of 1000 population in Jasper and Ihlen, Minn., expects to sell 3 General Electric domestic units during 1928, this being their first refrigerator season.

STANDARD SANITARY WILL SELL TRUPAR TO WISCONSIN PLUMBERS

The Milwaukee branch of the Standard Sanitary Manufacturing Co., plumbing supply house, has taken on the Trupar Electric refrigerator, manufactured by the Trupar Mfg. Co., Dayton, Ohio, and will sell them through the plumbers. The company has the entire state of Wisconsin.

COPELAND GETS CALL FROM FROZEN SHORES OF HUDSON BAY

Up on the frozen shores of Hudson Bay, a sergeant of the Royal Canadian Mounted Police in reading through a popular magazine came upon an advertisement for Copeland electric refrigeration. A letter received from the officer by the Copeland Sales Co., offices in Detroit, states that cold and bleak as it is eight months of the year, there are four months in which the weather is quite warm and meat and other food supplies are quite apt to spoil.

In inquiring about the possibilities of having a Copeland unit shipped to his post, which is far up in the northwest territory, the officer states that he is installing a lighting system which will adequately take care of the machine. This combination, he expects, will solve his problem of preserving foods.

G. E. Bloom Appointed Field Sales Director of Benjamin Refrigerator Division

Gordon E. Bloom has been appointed field sales director of the Refrigerator Division of Benjamin Electric Mfg. Co., Chicago, Ill. Mr. Bloom has been with Benjamin for a little over a year and before that was associated with the Copeland Products Co., Chicago.

Sells 20 General Electric Units In First Six Weeks

Thomas F. Stanton, a new salesman for Rex Cole, Inc., New York City, distributors for General Electric refrigerators, claims the distinguished honor of making 20 sales in the first month and one-half in this field of selling.

Frigidaire Dealers from the Carolinas Meet at Asheville

The annual district meeting of the Frigidaire dealers of North and South Carolina was held at the Battery Part Hotel, Asheville, N. C., on May 3. Approximately 35 representatives of the district attended this. J. H. Finley, Frigidaire branch manager in Asheville, presided.

SUGGESTS CANADIAN COLUMN IN THE NEWS

J. H. G. McKee, supervisor of domestic sales, Universal Cooler Co. of Canada, Ltd., Howard Ave., Windsor, Ontario, suggests that a Canadian column be run in ELECTRIC REFRIGERATION NEWS. Other manufacturers, as well as distributors and dealers in Canada, are invited to assist in carrying out this idea. The number of Canadian subscribers to the News is constantly growing and favorable reports have been received regarding this fertile field for electric refrigeration.

Kelvinator Lecture to Women's Club at Edwardsville, Ill.

Miss D. V. Love, of Belleville, Ill., demonstrated Kelvinator before the assembled Domestic Science Section of the Edwardsville Monday Club, on April 16. Salad and dessert were prepared before the audience during the course of the lecture, and cooled in two operating Kelvinators on the stage. The demonstration was under auspices of Division B of the local subsidiary of the American Light & Power Company of Chicago.

Appoints G. E. Dealers in Cassville and Mt. Grove, Missouri

Hurlburt Supply Company, Springfield, Missouri, General Electric distributor, announces the appointment of the Gambill Hardware Co., Mt. Grove, Mo., and the Missouri Southern Public Service Co., Cassville, Mo., as new General Electric dealers. The territory to be covered by the Missouri Southern Public Service Co. includes the towns of Cassville, Exeter, Rocky Comfort and Wheaton.

GLOSS LACQUER ENAMEL FINISH VS CLEAR TOP COAT FOR REFRIGERATOR CABINETS



The M. & W. White Refrigerator Finishing system has been adopted after thorough investigation by large users in preference to Flat White Lacquer Enamels and Clear Top Coats for the following reasons:

- 1—Uniform beautiful sheen.
- 2—Fewer Materials kept in stock.
- 3—Similarity in composition of each coat making a Homogeneous tough durable film.
- 4—Does not bleed Yellow from undercoats.
- 5—It is more Durable.
- 6—The color is Permanent.
- 7—Not affected by Moisture.

Spray coats of M & W Oil or Lacquer Primers followed by M & W White Lacquer Enamel produce a LASTING, BEAUTIFUL FINISH.

Available in any required color.

MAAS & WALDSTEIN CO. METAL & WOOD LACQUERS AND ENAMELS

LACQUERS and ENAMELS
EXECUTIVE OFFICES AND PLANT, 438 RIVERSIDE AVENUE, NEWARK, N. J.

CHICAGO OFFICE AND WAREHOUSE
1115 Washington Blvd. West

LOS ANGELES OFFICE AND WAREHOUSE
1212 Venice Blvd., Los Angeles, Cal.

YOU CAN'T AFFORD TO OVERLOOK THIS CONTROL!

*The
Surfaceswitch
List Price \$12.00*



THE Domestic Electric Refrigerator rises in public favor as it establishes its ability to give trouble proof service. Its volume of sales is inseparably bound up in its selling price and that, in turn, in its cost.

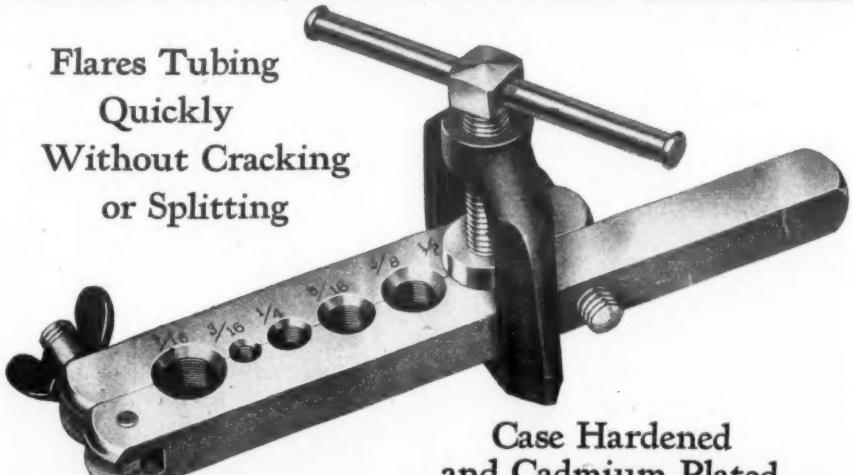
Thus dependability and cost are basic factors in the selection of the parts and particularly the automatic control.

The Con-Tac-Tor Surfaceswitch has been developed on these lines. If you haven't tried it out you are overlooking an opportunity to enhance the reputation of your Refrigerator and at the same time lower your costs.

ABSOLUTE CON-TAC-TOR CORPORATION
ELKHART, INDIANA

Imperial Flaring Tool

Flares Tubing
Quickly
Without Cracking
or Splitting



Case Hardened and Cadmium Plated

The new Imperial Flaring Tool gives the proper flare and taper to tubing for making up joints. A perfect flare means a tight joint, and this tool does the work in the least time and with the utmost simplicity. No loose dies—no vise necessary. Tubing can be clamped, flared and removed in less than 30 seconds. No. 93-F takes tubing sizes $\frac{1}{8}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", and $\frac{3}{4}$ ". Each.....\$3.00
No. 95-F takes tubing sizes $\frac{3}{16}$ ", $\frac{1}{4}$ ", $\frac{5}{16}$ ", $\frac{3}{8}$ ", and $\frac{1}{2}$ ". Each.....\$4.00

Send your order today!

IMPERIAL BRASS MFG. CO.
565 So. Racine Ave. Chicago, Ill.

BRASS FORGINGS
Accurately made to meet all the requirements of iceless Refrigerator Manufacturers. Will not leak. Let us quote on your requirements.

**Cumberland County Pr. & Lt. Co.
Portland, Me., Prepared For
50% Increase in 1928**



This beautiful electric store under the direction of Roy E. Holden, sales manager of Cumberland County Power & Light Co., at 443 Congress St., Portland, Me., placed 230 home installations and 37 commercial Kelvinators during 1927, and the expectation is that these sales will total 300 and 75 respectively in 1928. Frigidaire, General Electric and other makes in the hands of local dealers in Portland made about 230 sales last year, with an expectation of 450 sales in 1928. Approximately \$4,000 was spent by all dealers in adver-



Roy E. Holden, Sales Manager, Cumberland County Pr. & Lt. Co., Portland, Maine

tising in 1927 and this amount will total over \$5,000 this year.

The N. E. L. A. Plan will be used by Cumberland County Power & Light Co. to advance electric refrigeration sales. Of the 35,000 wired homes within the territory served by this company, it is estimated that 25,000 customers are refrigerator prospects.

The territory has a total population of 165,000 and includes Portland, Beddeford, Sanford, Westbrook, Old Orchard, Kennebunkport, Ogunquit and York.

**REFRIGERATOR MOTOR
MUST FUNCTION IN
SPITE OF NEGLECT**

In the announcement number of the Day Fan Dial, published by the Day Fan Electric Co., Dayton, Ohio, Otis F. Lam brings out the viewpoint of the average purchaser of electric refrigeration who knows little about the mechanics of the system and who expects the unit to relieve him of any further bother with respect to refrigeration.

"Manufacturers recognize that attitude," says Mr. Lam, "and accept the fact; therefore they are more than ever careful that every part of their product is designed and built to function perfectly even in spite of neglect."

"In building a motor for refrigeration units, the Day Fan Electric Co., has for the past several years been doing much pioneer experimental work in the field of motor application on refrigeration units. A new motor has been announced to the industry which is now being used on the units of some of the more prominent manufacturers."

"The manufacturers are preparing to bring electric refrigeration to half a million more homes in 1928, with electric refrigeration in the more modest households an accomplished fact—in short, with electric refrigeration here to stay—the Day Fan Electric Co., regards the manufacture of these new refrigeration motors as of extreme importance."

RESULTS

REFRIGERATION SERVICE COMPANY, INC.
449 West 42nd St., New York
April 11, 1928

Electric Refrigeration News,
Detroit, Michigan.

Gentlemen:—

Subject:—Our Advertisement

You will be interested in knowing one of the results of our first advertisement in the March 28 issue under the classified heading of Special Service.

Yesterday, we received a service call by telephone from White Plains, N. Y., this necessitated travel via New York Central Railroad to White Plains and a bus ride to destination. Found the machine running constantly and adjusted control. Machine had been bought a year ago March, dealer had gone out of business and two weeks ago machine stopped. Owner wrote manufacturer out West and a service man came from the factory and set it going and informed the owner that any service in future would be taken care of by a service-man residing in Newark, N. J. The Newark, N. J., man saw our advertisement and when called upon gave the owner our name and telephone number with the result that the machine is now functioning properly again.

How's that for Electric Refrigeration News traveling?

Very truly yours,
Refrigeration Service Co., Inc.,
By Alex Morton,
Pres.

**Columbus Electric & Power Co. and
Alexander-Seewall Co. Hold
Joint Banquet**

On April 19, Columbus Electric & Power Co. with joint hosts, Alexander-Seewall Co., of Atlanta, held a banquet in the Service Building, Columbus, Ga., with 160 invited guests, beginning a sales campaign on General-Electric refrigerators. The stage of the banqueting hall was arranged as a modern kitchen with spotlighted refrigerators. The banquet was followed by moving pictures of the General Electric plant, and an educational picture showing the possibilities of various refrigerant liquids, with illustration of their chemical reactions. W. H. McInnis, sales manager, explained clearly the advantages of the one-meter rate for domestic services taking both light and power current. Mr. Alexander of Alexander-Seewall Co., talked on the quality of the General-Electric refrigerator. E. V. Dunbar, sales promotion manager, made the principal speech on retail merchandising of the refrigerators and the problems confronting salesmen for it. The division sales organization of Columbus Electric & Power Co., was then announced as divided into a "baseball"

game, with team "A" under L. H. Crowell, and Jim Fox as his captain, while team "B" under C. E. Bell, with George Johnson as captain, competed for prizes. Among these, the \$25 prize for the best record by May 1, during the first 15 days of the campaign, was won by the "A" team with sales of \$1430 against \$1078.

The sales effort of the contestants are supported by newspaper advertising, direct-by-mail pieces, bill stuffers, outdoor posters and window displays, with 18-month special terms instead of 12, as ordinarily. The two "nines" in competition at the end of the campaign on June 1 will receive a final prize for the winning team, and a prize for the highest individual sales record. Each sale of a refrigerator counts as one base hit. The Tampa Electric Co., Cordele, on May 1 will assist the campaign by supplying for exhibition in Columbus the Electric Home on wheels, which shows virtually at any customer's door, all electric appliances in their proper setting, and in action.

**Two Big DOUBLE HEADER Issues of
ELECTRIC REFRIGERATION NEWS**

A. S. R. E. — June 6 — N. E. L. A.

Design of Refrigerator Cabinets, Refrigerator Test Methods, Application of Insulation, Research on Home Refrigerators, Silica Gel and other subjects of interest to everyone in the refrigeration business will be discussed at the 15th Western Meeting of the American Society of Refrigerating Engineers to be held at the Hotel Statler in Detroit, June 4 to 7, 1928.

The June 6 issue of *Electric Refrigeration News* with the news of the opening sessions will be distributed at the meeting.

Ten thousand public utility men and women—financial, engineering and merchandising executives of the electric light and power companies from all parts of the United States and many foreign countries, will attend the 51st Annual Convention and Exhibition of the National Electric Light Association, to be held at Young's Pier, Atlantic City, N. J., June 4-8, 1928.

The June 6 issue of *Electric Refrigeration News*, with a special section printed in Philadelphia, will be distributed at the Convention.

CLASSIFIED DIRECTORY

The first classified directory of electric refrigeration equipment, materials, parts, accessories and service ever published will appear in the June 6 issue of *Electric Refrigeration News*, making it a most useful and valuable buyer's guide throughout the busy summer season.

Manufacturers of all products which enter into the production, installation and servicing of electric refrigeration equipment should take advantage of this opportunity to present complete information to buyers.

A. S. R. E. — June 20 — N. E. L. A.

Detailed reports of the addresses and discussions at the A. S. R. E. meeting in Detroit will be published in the June 20 issue of *Electric Refrigeration News*. This issue, as well as the one of June 6, will be sent to every member of the organization.

This represents a wonderful opportunity to present your sales message to the refrigeration engineering executives in all branches of the industry. These issues will be particularly valuable to manufacturers of commercial and industrial equipment.

Proceedings of the N. E. L. A. Convention affecting the future development of electric refrigeration and the trend of relations which will determine the character and extent of central station activity in promoting this form of electrical service, will be reported in the June 20 issue of *Electric Refrigeration News*.

Manufacturers of electric refrigerators, cabinets, motors, etc., should use these issues to secure additional sales outlets and to establish their products in the minds of the local electrical authorities in every community.

**Giving a Real Service to the Industry and
Outstanding Values to the Advertiser**

CENTRAL POWER CO., NEB., EXPECTS TO SELL 75 UNITS, OTHER DEALERS 100 MORE

The Central Power Co., Grand Valley, Neb., serving 7000 wired homes in 35,000 population in the Platte Valley, reports:

| 1927 Sales by Central Station Company | Household | Commercial | Total |
|---|-----------|------------|-------|
| Servel | 40 | 4 | 44 |
| 1928 Estimated Sales by Central Station Company | | | |
| General Electric | 75 | | 75 |
| Frigidaire | 50 | | 50 |
| Kelvinator | 15 | | 15 |
| Copeland | 35 | | 35 |

The dealers will spend about \$300 and the central station \$200, in local newspaper advertising, making a total of \$500.

UNIVERSITY CONSOLIDATED PLANS TO DOUBLE LAST YEAR'S TURNOVER

Electric refrigerator sales in Orange County, N. Carolina, are reported by University Consolidated Service Plants, Chapel Hill, N. C., as follows:

| 1927 sales by central station company | Household | Commercial | Total |
|---|-----------|------------|-------|
| Frigidaire | 8 | 4 | 12 |
| 1927 sales by independent dealers | | | |
| General Electric | 3 | | 3 |
| Kelvinator | 1 | | 1 |
| Frigidaire | 3 | | 3 |
| The company is doubling 1928 efforts and expects: | | | |
| 1928 estimated sales by central station company | | | |
| Frigidaire | 18 | 4 | 22 |
| 1928 estimated sales by independent dealers | | | |
| General Electric | 4 | | 4 |
| Frigidaire | 5 | | 5 |

PORTSMOUTH CENTRAL STATION EXHIBIT WINS PRIZE AT MERCHANTS REVUE

At the Merchants Revue and Better Homes Exhibition in Portsmouth, N. H., held March 28, 29, and 30, the New Hampshire Gas & Electric Co.'s large exhibit of electric refrigerators, ranges, washing machines, etc., received the prize as the booth with the best advertising value. Lectures and demonstrations were given to between 2000 and 3000 persons during the Show, under direction of Mrs. Ethel Shaw, home-service dept. of Associated Gas & Electric system, the parent company of the exhibitor. The local corporation received a letter of appreciation from Mary I. Wood, of the Portsmouth Women's City Club, following the close of the event. W. D. Guy, of the New York office of Associated Gas, lectured on electric refrigeration during the exhibition, and Mrs. Shaw addressed the public school children.



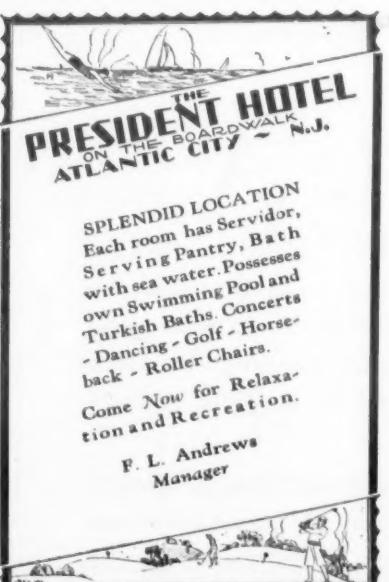
Write for our new 1928 proposition assuring you
MORE AND BIGGER SALES
with Thesco Display Fixtures

The C. SCHMIDT COMPANY

John and Livingston Streets

THE HOME OF
THESCO
PRODUCTS

Cincinnati,
Ohio



NORTHEY
Freezer, Display Cases, Coolers and
REFRIGERATORS
FOR ALL PURPOSES
ANY SIZE, STYLE OR FINISH
NORTHEY MFG. CO.
WATERLOO, IOWA
AGENCIES IN MOST LARGE CITIES
WATERLOO DIRECT TO YOU

Utah University Girls Learn the Importance of Good Refrigeration



Students enrolled in the domestic science classes of Utah University find included in the equipment at their disposal, a General Electric refrigerator installed by Motor Equipment Co., Salt Lake City.

WAUPACA, WIS., CENTRAL STATION EXPECTS TO SELL MORE SERVELS

The Waupaca Electric Service & Railway Co., serving 950 wired homes in 3000 population in Waupaca and the Wisconsin Veterans' Home, is using the Richardson committee plan, and reports the sale of 5 domestic and 3 commercial Servel units in 1927, and that independent dealers sold 1 General Electric and 1 So-Cold last year. While dealers and the company spent \$200 each in advertising last year, the company's expenditure in 1928 will run \$250, with dealers' advertising reported at \$200. The expected 1928 sales of the dealers are quotaed as for 1927, but the company expectations are to place at least 7 domestic Servel and 2 commercial Servel installations this year.

JOHNSON EQUIPMENT CO. IS HOST TO ZEROZONE DEALERS

Dealers from Illinois, Iowa and Missouri attended the annual convention, Tuesday, May 15, of the Johnson Equipment Co., 123 North Sixth Avenue, Quincy, Ill., distributors of Zerozone electric refrigeration systems and Standard electric ranges.

Speakers included L. C. Keely, vice president and E. L. Kortright, district manager of the Iron Mountain Co.; C. F. Grishaber, western manager and J. D. Behnke, representing the Standard Electric Stove Co., of Toledo, Ohio.

A buffet luncheon was served at 6 o'clock in the display room. During the supper the guests were entertained by the Zerozone hour, broadcast from station WTAD from 6 until 7 o'clock. This is a regular feature every Monday and Thursday evening sponsored by the Johnson Equipment Co.

YARMOUTH (N. S.) LT. & POWER OPENS FINE SALES STORE

The Yarmouth Light & Power, Yarmouth, N. S., Canada, opened a new appliance store and general office in the Lyndhurst Bldg., with Ruth V. Carlington, home service director, Associated Gas & Electric system, of which the local company is a subsidiary, giving a lecture and demonstration of electric cooking to 600 guests. The first floor displays smaller electric appliances, with a large room on the second floor given to ranges, electric refrigerators and irons. Display rooms are panelled in mahogany with windows hung in velvet and silk. Over 1000 guests inspected the new quarters, which are the finest in the Maritime provinces, on the second and third night of the opening.

North Texas Sales Open Up After Delayed Spring Season

The increasing frequency of the number of hot days is ushering in the electric refrigeration "season" in Texas. A late spring delayed the beginning of the heavy sale period for most Texas dealers. Despite this factor, however, most dealers and distributors in North Texas report an increase in their sales over the past few months of last year.

According to C. L. Barlow, commercial sales supervisor of the Hugh Cooper Co., Dallas Frigidaire distributor, a good increase in domestic sales has been experienced during the present month. Mr. Barlow states that the number of commercial Frigidaire installations is also increasing daily. Other Dallas distributors express similar encouraging forecasts.

THE LIFE OF TRADE

Marshall Field Wanted Mandels Next Door

If you do not believe that competition is the life of business here is a story to prove it, says the *Retail Ledger*.

E. W. Cornelius, secretary of the Wisconsin Retailers Association, recently discussed the subject of competition and its benefits to the science of retailing before the Burlington Club.

"There may be strong competition in the retail world today," he said, "but this condition is an excellent sharpener of wits and a stimulant that compels a store to go after business."

"Competition is often an asset. Marshall Field & Co. once gave a ninety-nine-year lease to Mandel Brothers, in Chicago on a piece of property adjoining the Field store.

"Mr. Field, in explaining his reason for so doing, pointed out that the Mandels were good merchants and were certain to succeed wherever they took up a business, and he wanted them as near him as possible because he felt that they would attract a great many shoppers and customers to the district."

SOME POINTS TO BE CONSIDERED IN THE USE OF COLOR

Under this heading Rexford Daniels discusses a subject of great interest to electric refrigerator manufacturers at the present time in the May 10 issue of *Printers' Ink*, pages 120 to 125.

"Color has been called the fourth dimension of business," says Mr. Daniels, "because it injects into business an entirely new element."

"When a manufacturer decides to bring his product out in color, he has stepped into what might be called another world of merchandising. The old laws which formerly governed his selling, he will find, very often do not hold true in this new field, and he must reorganize his business from the ground up."

"The element of color, in a business, usually starts from the outside and works inward. Somebody has the bright idea of introducing color into the product to give one more selling point, or to establish one more point of contact with the public. From this angle it works back through the selling organization into the production end and then into the advertising. As soon as the advertising begins to pull, a reverse current sets in, going through production and into the selling organization. In other words, a sort of alternating current is set up, which if it has not been anticipated, will often wreck a company in a short while."

Peekskill, N. Y. Kelvinator Dealer Holds Organization Get-Together

A. T. Southard, Kelvinator dealer in Peekskill, N. Y., held a get-together meeting of the local Kelvinator organization at his home, Chesterbrook Farm, on April 22. Sales and service problems were discussed. The luncheon which followed included several dishes prepared in a Kelvinator. Mr. Southard has offered a traveling bag to the member of his organization selling the largest number of Kelvinators during the months of April, May and June.

MUSIC AND AUTOMOTIVE CONCERN TO HANDLEIROQUOIS IN WISCONSIN

The Home Service Division of the Kesselman O'Driscoll Co., well-known piano and music house in Milwaukee, will distribute the Iroquois electric refrigerator. The company has showrooms in the Kesselman Bldg., at Broadway and Mason Streets. L. M. Kesselman is president of the company.

At Madison, Wis., the Automotive Electric Sales Co., at 122 West Main Street, have been named the Iroquois representative for Madison and vicinity, including eight surrounding counties. Bohn cabinets will be featured in connection with the Iroquois units.

LARGE CITIES WOULD BE IMPOSSIBLE WITHOUT REFRIGERATION

The growth of our larger cities and the utilization of thousands of acres of land that would otherwise be waste has been largely dependent upon efficient transportation of perishable foods by means of refrigerator cars, according to R. K. Stackhouse, general superintendent of station, transfer and motor service of the Pennsylvania Railroad, in an address before the Society of Terminal Engineers at the Engineering Society's Building, 29 West 39th St., New York City, May 8.

The present high standard of living would never have been developed except for the invention of refrigeration, said Mr. Stackhouse in tracing the history of the growth of perishable traffic from the time the first refrigerator cars entered the city in 1885. At present the Pennsylvania system alone delivers a total of 60,000 iced cars into New York annually, each being used for an average of 1500 miles.

EDISON NAMES DEVELOPMENT OF ELECTRIC REFRIGERATION ONE OF MARVELS OF 1927

Thomas A. Edison has selected the commercialization of electric refrigeration as one of the six major events of the year in answer to a questionnaire submitted to him by Thomas Nelson & Sons, publishers. Mr. Edison noted the six events of the past year which he considered of more importance than all others in their bearing on the progress of human life and their effect on the world's history.

The events listed by Mr. Edison are: interconnecting of United States electric power lines; the Mississippi and New England floods; the St. Louis tornado; the commercialization of ultra-violet glass; the Chinese wars, and the commercialization of electric refrigeration.

EVANSVILLE G. E. DEALER SELLS 31 UNITS FIRST TWO WEEKS IN MAY

"Business is good and it would be much better if we could get more G. E.'s of the smaller sizes," says S. A. Schmidt, president of the recently organized Refrigerator Co., 318 South Sixth St., Evansville, Ind., distributor of General Electric refrigerators in southern Indiana and Illinois. In the two months that the agency has been opened, 18 dealers have been established, one for each county in the area supplied. Thirty-one installations were made from the Evansville retail store during the first 2 weeks in May, according to Mr. Schmidt.

Mr. Schmidt is a firm believer in the appeal to the eye. An attractively furnished show room, with novel electric lighting affects upon night displays helps create interest and brings prospects into the store.

Collinsville Central Station To Sell Kelvinator

The local office of the North American Light & Power Co. subsidiary has commenced sale of Kelvinators in Collinsville, Ill. This community is also served by Frigidaire, General Electric and Copeland retailers.

Frigidaire Featured at Bridgeport, Conn. Cooking School

Frigidaire was featured by the Electric Utilities Co., 540 Fairfield Avenue, Bridgeport, Conn., at a Cooking and Home Makers' School, in session at Odd Fellows Hall, April 16-20, under the auspices of the Times-Star, a local newspaper.

Alvin, Tex., Dealers Sell Six Machines in March

Six electric refrigerators were sold by local dealers in March in Alvin, Tex., a town of 1,519 population.

NOVOID CORKBOARD

For all commercial jobs you will find NOVOID Corkboard Insulation the most satisfactory insulating material for the purpose. It is convertible to use. It comes in 12" x 36" and 24" x 36" sizes, in thicknesses of $\frac{1}{2}$ ", $\frac{3}{4}$ ", $\frac{5}{8}$ ", $\frac{7}{8}$ ", $\frac{9}{16}$ ", $\frac{11}{16}$ ", $\frac{13}{16}$ ", $\frac{15}{16}$ ", $\frac{17}{16}$ ", $\frac{19}{16}$ ", $\frac{21}{16}$ ", $\frac{23}{16}$ ", $\frac{25}{16}$ ", $\frac{27}{16}$ ", $\frac{29}{16}$ ", $\frac{31}{16}$ ", $\frac{33}{16}$ ", $\frac{35}{16}$ ", $\frac{37}{16}$ ", $\frac{39}{16}$ ", $\frac{41}{16}$ ", $\frac{43}{16}$ ", $\frac{45}{16}$ ", $\frac{47}{16}$ ", $\frac{49}{16}$ ", $\frac{51}{16}$ ", $\frac{53}{16}$ ", $\frac{55}{16}$ ", $\frac{57}{16}$ ", $\frac{59}{16}$ ", $\frac{61}{16}$ ", $\frac{63}{16}$ ", $\frac{65}{16}$ ", $\frac{67}{16}$ ", $\frac{69}{16}$ ", $\frac{71}{16}$ ", $\frac{73}{16}$ ", $\frac{75}{16}$ ", $\frac{77}{16}$ ", $\frac{79}{16}$ ", $\frac{81}{16}$ ", $\frac{83}{16}$ ", $\frac{85}{16}$ ", $\frac{87}{16}$ ", $\frac{89}{16}$ ", $\frac{91}{16}$ ", $\frac{93}{16}$ ", $\frac{95}{16}$ ", $\frac{97}{16}$ ", $\frac{99}{16}$ ", $\frac{101}{16}$ ", $\frac{103}{16}$ ", $\frac{105}{16}$ ", $\frac{107}{16}$ ", $\frac{109}{16}$ ", $\frac{111}{16}$ ", $\frac{113}{16}$ ", $\frac{115}{16}$ ", $\frac{117}{16}$ ", $\frac{119}{16}$ ", $\frac{121}{16}$ ", $\frac{123}{16}$ ", $\frac{125}{16}$ ", $\frac{127}{16}$ ", $\frac{129}{16}$ ", $\frac{131}{16}$ ", $\frac{133}{16}$ ", $\frac{135}{16}$ ", $\frac{137}{16}$ ", $\frac{139}{16}$ ", $\frac{141}{16}$ ", $\frac{143}{16}$ ", $\frac{145}{16}$ ", $\frac{147}{16}$ ", $\frac{149}{16}$ ", $\frac{151}{16}$ ", $\frac{153}{16}$ ", $\frac{155}{16}$ ", $\frac{157}{16}$ ", $\frac{159}{16}$ ", $\frac{161}{16}$ ", $\frac{163}{16}$ ", $\frac{165}{16}$ ", $\frac{167}{16}$ ", $\frac{169}{16}$ ", $\frac{171}{16}$ ", $\frac{173}{16}$ ", $\frac{175}{16}$ ", $\frac{177}{16}$ ", $\frac{179}{16}$ ", $\frac{181}{16}$ ", $\frac{183}{16}$ ", $\frac{185}{16}$ ", $\frac{187}{16}$ ", $\frac{189}{16}$ ", $\frac{191}{16}$ ", $\frac{193}{16}$ ", $\frac{195}{16}$ ", $\frac{197}{16}$ ", $\frac{199}{16}$ ", $\frac{201}{16}$ ", $\frac{203}{16}$ ", $\frac{205}{16}$ ", $\frac{207}{16}$ ", $\frac{209}{16}$ ", $\frac{211}{16}$ ", $\frac{213}{16}$ ", $\frac{215}{16}$ ", $\frac{217}{16}$ ", $\frac{219}{16}$ ", $\frac{221}{16}$ ", $\frac{223}{16}$ ", $\frac{225}{16}$ ", $\frac{227}{16}$ ", $\frac{229}{16}$ ", $\frac{231}{16}$ ", $\frac{233}{16}$ ", $\frac{235}{16}$ ", $\frac{237}{16}$ ", $\frac{239}{16}$ ", $\frac{241}{16}$ ", $\frac{243}{16}$ ", <math

REORGANIZATION OF SERVEL RESULTS IN RAPID EXPANSION

2,700 Employees on Payroll—500 Dealers Added Since January 1

With the completion of an additional plant unit May 1, Servel, Inc., Evansville, Ind., have provided facilities for an increased production schedule particularly for the Electrolux gas fired refrigerator. The new plant located on the Servel property at Illinois St. and Morton Ave. will be used for the sub-assembly welding operation on Electrolux, a phase of manufacture that has retarded other departments owing to inadequate operating area and equipment.

The reorganization of Servel, Inc., effective December 31, 1927, has resulted in a greatly stimulated activity throughout the company. Considerable attention is being focused on the production of the Electrolux unit and the output of the Servel electric unit is progressing favorably. Business during the month of April was said to equal that of the best previous month in Servel history.

The concentration of all manufacturing departments in Evansville has worked out very advantageously according to officials of the company. The present force totals 2,270 people and plans call for the addition of 500 more by the end of June. A national advertising campaign for Servel products has been launched with an appropriation of \$750,000, according to John M. Bickel, advertising manager.

Servel has been stressing improvement in cabinets both in structure and appearance. The plain white cabinets are giving way to a more ornate product. Servel is featuring a new process of painting called "veiling." Having sprayed the cabinet with a base color tone, the workman follows up with thin cotton-like sprays of other colors in succession. The effect resembles the so-called Tiffany finish for painted walls and may be built up on various base colors thereby affording the housewife an artistic fixture as well as a home service.

Wide Distribution in Foreign Countries

Servel products are now being distributed in half the countries of the world, according to an official. The export department in New York is handling shipments to South America, South Africa, India, Cuba, China, Japan, British Isles, Australia, Panama and Guatemala.

Under the reorganization the official personnel of Servel, Inc., is as follows: Frank E. Smith, president; W. F. Thatchett, vice-president; D. L. Adkins, secretary; Parker Newhall, treasurer; and F. O. Cummings, general comptroller.

The board of directors is as follows: Ernst Aurell, managing director; A. B. Electrolux, Stockholm, Sweden; Nicholas F. Brady, president New York Edison Co., New York; Murray H. Coggeshall, Coggeshall & Hicks, New York; Charles A. Dana, president, Spicer Manufacturing Co., New York; George W. Davison, president, Central Union Trust Co., New York; Richard E. Forrest, New York; Wm. S. Gray, Jr., vice-president, Central Union Trust Co., New York; John Higgins, vice-president, Sears-Roebuck & Co., Chicago; Richard C. Hunt, Chadbourne, Hunt, Jaeckel & Brown, New York; William H. McCurdy, president, Old National Bank, Evansville, Ind.; Frank E. Smith, president, Servel, Inc., New York; George P. Smith, vice-president, Smith & Gallatin, New York and M. G. B. Whelpley vice-president, Chase National Bank, New York.

Other officials are H. W. Foulds, general sales manager; H. G. Semmons, assistant general sales manager; J. M. Bicker, general advertising manager; C. A. Miller, general service manager; F. P. Nehrbas, general production manager; E. F. Theis, factory manager; W. D. Collins, assistant chief engineer; A. I. Sager, general purchasing agent; R. T. Erwin, Jr., superintendent, general research laboratory, New York; W. D. Collins, Servel research laboratory, Evansville; Dr. R. S. Taylor, superintendent, Electrolux research laboratory, New York; E. T. Williams and F. E. Sellman, consulting engineers.

LIGONIER Refrigerators

Give your Electrical REFRIGERATION Units a Chance to Prove their Quality!

A Complete Line of Commercial Refrigerators... Counters and Market Coolers.

LIGONIER REFRIGERATOR COMPANY
100 CAVIN ST.
LIGONIER~INDIANA

Texas Kelvinator Dealers Predict Biggest Year



Dealers and Factory Representatives Who Attended the Kelvinator Sales Conference at San Antonio, April 9.

Domestic Electric Refrigerator Announces Appointment of New Distributors and Dealers

The Domestic Electric Refrigerator Corp., 2 W. 46th St., New York City, manufacturers of the Allison unit, announce the appointment of distributors and dealers as follows:

Distributors

Syracuse Auto Supply Corp., 132 W. Willow St., Syracuse, N. Y.
Rochester Auto Parts, Inc., 135 Culver Road, Rochester, N. Y.
Bison Ice & Coal Co., Inc., 200 Rapin Place, Buffalo, N. Y.
Bushwick Auto Supply Co., 1755 Bushwick Ave., Brooklyn, N. Y.
City Auto Co., 589 Fairfield Ave., Bridgeport, Conn.
Electric Engineering & Supply Co., 43 Fair St., Paterson, N. J.
Walter's Rubber Co., Inc., Mineola, L. I., N. Y.
American Motor Equipment Co., 842 Commonwealth Ave., Boston, Mass.
H. A. McRae & Co., Inc., 137 River St., Troy, N. Y.
Wm. H. Campbell, 107 N. Jefferson St., Richmond, Va.
Price-Reynolds Co., Market St. and Monticello Ave., Norfolk, Va.
Meadows Sales Co., 2041 Jenkins Arcade Bldg., Pittsburgh, Pa.
Roanoke Engineering Sales Co., 515 Commerce St., Roanoke, Va.
Berner-Pease Co., 1940 N. E. 2nd Ave., Miami, Fla.
G. Norman Baughman Co., 309 Florida Ave., Tampa, Fla.
Motor Supply Co., 28 Abercorn St., Savannah, Ga.
Johnson Electric Supply Co., 331 Main St., Cincinnati, O.
Dine-De-Wees Co., 400 Walnut Ave., S. E., Canton, O.
Andrew Cowan & Co., 421 W. Main St., Louisville, Ky.
Washington Automobile Supply Co., Washington, Ill.
Inland Electric Co., 16 South Wells St., Chicago, Ill.
Lemke Electric Co., 141 Eight St., Milwaukee, Wis.
Sieg Co., 500 Iowa St., Davenport, Ia.
Schacht-Tuck Co., Rockford, Ill.
Fleer-Petty Auto Supply Co., 3221 Locust St., St. Louis, Mo.
Goodin Radio Corp., 333 S. Lawrence St., Wichita, Kan.
Radio Equipment Corp., 1924 Main St., Dallas, Tex.

Dealers

Glendale Auto Supply Co., 7817 Myrtle Ave., Brooklyn, N. Y.
William B. Jones, Springfield, L. I., N. Y.
General Electric Service, 106-46 New York Ave., Jamaica, L. I., N. Y.
Carlson Brothers, 1124 Liberty Ave., Brooklyn, N. Y.
Crescent Auto Supply Co., 146-02 Hillside Ave., Jamaica, L. I., N. Y.
Charles R. Laut, 1734 Flatbush Ave., Brooklyn, N. Y.
Meliere Hardware Co., 101st St. and 101st Ave., Ozona Park, L. I., N. Y.
Clifford Auto Supply Co., 403 Rogers Ave., Brooklyn, N. Y.
E. Kurtz & Sons, Trumbull, Conn.
Gorvan Electric Co., Bellmore, L. I., N. Y.
George C. Ashby Hardware Co., Mineola, L. I., N. Y.
Battery Sales & Auto Supply, 112-18 Jerome Ave., Richmond Hill, L. I., N. Y.
Fairfield Radio & Auto Supply, Post Road, Fairfield, Conn.
Lefferts Music Shop, 124 Liberty Ave., Richmond Hill, L. I., N. Y.
H. S. Hornbeck & Son, Hampton Bays, L. I., N. Y.
Amityville Music Shoppe, Amityville, L. I., N. Y.
J. H. Luyster & Co., Glen Head, L. I., N. Y.
Anthony Machec, Smithtown Branch, L. I., N. Y.
R. D. Reid, Varnville, S. C.
Peerless Furniture Co., Dallas, Tex.
E. W. Whitley, Bowie, Tex.
Ralph Aspley Radio & Elec. Shop, Denison, Tex.
Central Sales Co., 326 Harrison St., Peoria, Ill.
Kirk's Radio Shop, Mattoon, Ill.
Lockwood & DeGroat, 267 Flatbush Ave., Brooklyn, N. Y.
C. N. Green & Bros., Cameron, Tex.
Rodgers-Meyers Furniture Co., Dallas, Tex.
William E. Valentine, 108 Broadway, Hicksville, L. I., N. Y.
Lincoln Hardware Co., Stratford Ave., Bridgeport, Conn.
A. Sentillo Radio Shop, 512 E. Main St., Bridgeport, Conn.
Baughman Hardware & Electric Co., Wagner, S. C.
Couch & Timmerman, Graniteville, S. C.
Horne Motor Co., Beaufort, S. C.
Ellison Furniture & Carpet Co., Fort Worth, Tex.

Approximately two hundred Kelvinator dealers from all parts of Texas held a sales conference in San Antonio on April 9. The program was arranged by J. S. Cortines of Dallas, district manager for Kelvinator Corp., Ellis Chaney, vice-president and general manager of the Southern Equipment Co. of San Antonio, and Jas. B. Gilmer, president of the Kelvinator San Antonio Co.

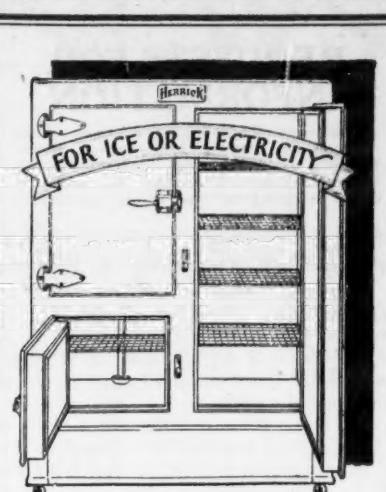
The principal address at the meeting was made by R. E. Densmore, director of districts for Kelvinator Corp., Detroit, who outlined sales plans and policies for the coming season. Other addresses were made by Messrs. Cortines, Chaney, Gilmer, and dealers in the Texas territory.

In addition to the regular sales meeting, a trip was made to the factory of Dr. Friedrich, San Antonio refrigerator manufacturer. A luncheon was tendered the dealers and guests at noon, and a dinner served at night at which time the talks were broadcast over radio station WOAI.

Densmore Gets Ten Gallon Hat and 6-Shooter

As a token of appreciation and esteem from the Texas representatives, Mr. Densmore was given a typical Texas remembrance, a "ten gallon" sombrero and a 45-calibre "six shooter."

Statements made by dealers from the state indicated that this would be the best year the Kelvinator organization in Texas has ever experienced.



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Best results will be obtained if your unit is installed in the HERRICK

HOUSEHOLD and COMMERCIAL REFRIGERATORS For Electric Refrigeration

HERRICK REFRIGERATOR CO.
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Made in any size or capacity. Seamless Copper Tubes, Individual Fins, Maximum Efficiency.

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WHITE-HANNA
302 Lincoln Bldg., DETROIT, MICHIGAN

Balsam-Wool insulation promotes efficient refrigeration

THE public has learned to select refrigeration units on the basis of refrigeration values as well as price.

Whether you are a builder of ice boxes or mechanical refrigerators, you have a right to learn what Balsam-Wool insulation can contribute to your product—in efficiency and economy.

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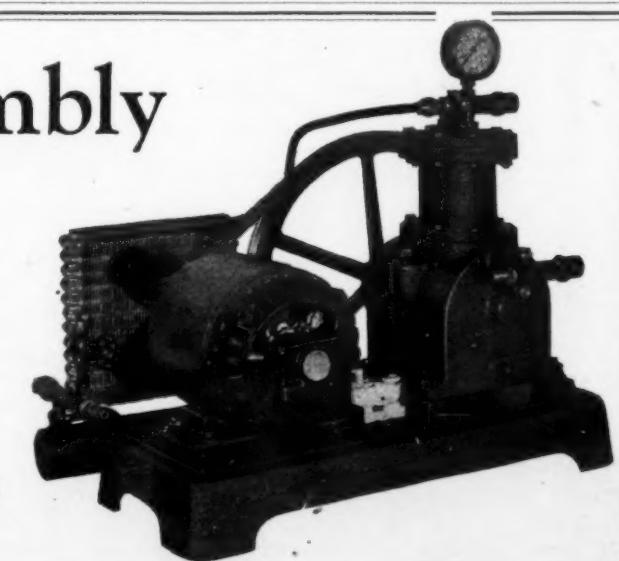


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